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### The Maine Broadcaster : August 1948 (Vol. 4, No. 8)

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# THE MAINE BROADCASTER



Affiliate

PUBLISHED AS AN AID TO BETTER RADIO LISTENING

VOL. IV, No. 78

Portland, Maine, August, 1948

Price Five Cents

## 'DR. I. Q. JR.' ORIGINATES IN PORTLAND

### Vocalist Jane Pickens Star Of Music-Comedy Show



Jane Pickens

Songstress Jane Pickens, the tall and beautiful blonde from Georgia, is now starred in her own program on NBC each Sunday at 5:30 p. m. over WESH, WRDO and WLBZ.

The cast includes baritone Jack Kilty, Broadway and television star; comedian Phil Leeds and the Jack Allison Sextette. Norman Cloutier conducts the orchestra for the program, which is written by Edward Eager in a style new to radio—all announcements done in amusing rhymes with a musical background.

Miss Pickens, formerly a member of the famous Pickens Sisters trio, was a musical instructor at the age of 13. She taught classes of grownups how to play the ukelele, mandolin and guitar.

Later she studied at the Curtis Institute of Music in Philadelphia, for further education in music. She became an honor student in advanced composition, an arranger who could compete with the best, and a singer who could take a leading part in any vocal combination.

She appeared as prima donna in the "Ziegfeld Follies" in 1936, co-starring with Fannie Brice and Bobby Clark. Later she sang in several productions on Broadway and in Hollywood before deciding to make radio her career.

### Mel Torme Heard On NBC Program

Mel Torme, young song stylist whose soft and husky vocalizing won him stardom on NBC last year, has returned to the network to headline his own show. The Mel Torme Show has taken the place of the Dinah Shore-Harry James program at 8:00 p. m. each Tuesday.

The 22-year-old, whom a New York disc jockey dubbed "The Velvet Fog"—a name with which he has been associated ever since, stars in a new situation-comedy series set in a small college town.

Torme plays the part of a soda jerk, errand boy and general clean-up man at the favorite campus drug store. Mel sings between interludes of comedy.

Torme, heard on NBC's Torme Time last year, has had a long and varied career in the theater. He started singing at the age of four with the Coon-Sanders band in Chicago, and turned professional at six, playing drums and piano in kid vaudeville shows. At 13, he wrote his first song, and at 17, left high school to play drums for the Chico Marx orchestra.

### Television Page

With this issue, The Maine Broadcaster inaugurates a television page devoted to all the latest news of this new medium of entertainment and information. Follow this page from month to month and you'll keep abreast of video development in Maine and the nation—as it affects you.

Jack Kilty will be the featured baritone of Miss Pickens' NBC radio program. Kilty, long-time star of "Oklahoma" on Broadway, is currently on the NBC Television network's "Musical Merry-Go-Round" and on the Nelson Olmsted radio program.

Comedian Phil Leeds has appeared on many radio shows and is a graduate of the vaudeville stage. His assignment on the Jane Pickens Show will be his first as a vocalist as well as comic.



**QUIZ GANG**—In top photo, quizmaster Lew Valentine (center) confers with engineering staff before show goes on the air. Engineers Roy Morris of WESH (left) and Harry Alexander of NBC check equipment. In lower photo, staff poses for cameraman. They are (left to right) announcers Scott Colton, Bob Dargo, Alan Anthony, Lew Valentine (Dr. I. Q.), Don MacWilliams, Ellis O'Brien and producer Phil Johnson.

### Augusta Studio Party



**MEET THE MIKE**—Youngsters attend studio party on event of last broadcast of Meet the Mike for this season. Dan Kelly (at mike) emcees the special broadcast at WRDO studios. The program will return to the air in the fall.

A good time was held by all. That phrase aptly tells the story of the Hires Root Beer Party, recently aired on WRDO's Saturday broadcast of Meet the Mike.

Presented in conjunction with the current Hires' campaign of advertising on WRDO, the party was a fitting climax to the 1947-48 Meet the Mike series, which is off the air during the summer months.

Nearly 200 boys and girls jammed the Augusta studios of WRDO to sing with emcee Dan Kelly, and to the accompaniment of Mrs. Marador Woodman. There wasn't a thirsty lad or lass in the studio, for Maurice Ross of the Gardiner Bottling Company provided all the Hires Root Beer the youngsters could drink.

Morley and Gearhart, Fred Waring's two-piano team, have just had their first record album released. It is titled "Night Life on Two Pianos."

### Check Your Subscription Date, Please!

For some of our subscribers, this month marks the expiration of their subscriptions. An easy way to check is by noting figures at the right of your name and address on Page 12.

For instance, subscriptions expiring this month are dated 8/48 which stands for August 1948. Check your figures NOW. This may be your last issue under your present subscription. If so, and you wish to renew, simply clip off the top of the page, including the printed box, your name and address and the expiration date at the right. Check whether you wish to renew for one or two years, and mail the clipping with the correct remittance, to your nearest MeBS station - WESH, Portland; WRDO, Augusta or WLBZ, Bangor.

### Maine Small-Fry Match Wits For Shiny New Dimes

The Dr. I. Q., Jr. Program, sponsored by Mars Incorporated, is winding up a five-week run in Portland. With a direct appeal to the youngsters, this junior edition of the Dr. I. Q. Program—one of the earliest quiz shows in the country—provides shiny, new dimes for correct answers to Lew Valentine's questions.

While the "big" show originated in Boston, the "little" show was staged in Portland at 5:30 p. m., each Saturday. Quizmaster Lew Valentine and announcer Alan Anthony divided their time between the two cities. Both shows are "on the road" programs, originating in communities across the country.

#### Local Talent

The Dr. I. Q., Jr. Show is staffed by three regular performers—Lew Valentine, Anthony and engineer Harry Alexander. But, additional announcing talent must be obtained in each city where the show plays. In Portland, four of WESH's staff announcers picked up the answers in the audience and introduced the contestants to Dr. I. Q. They were Don MacWilliams, Scott Colton, Ellis O'Brien and Bob Dargo. In addition to this staff, production manager Phil Johnson handles sound effects and office staffer Peggy Smith handles the money transactions.

The Dr. I. Q., Jr. Show was open to all children who cared to attend its weekly presentation in the Eastland Ballroom. Each Saturday afternoon, scores of children—many accompanied by their parents—lined up outside the hall to participate in the program. Most of them who were lucky enough to get on the show, were able to walk away with prizes—ten to 100 shiny dimes. Win or lose, the junior contestants always get a box of Snickers.

On July 24th, one young Portland contestant won the quotation question—walking out after the program with a prize of \$100.

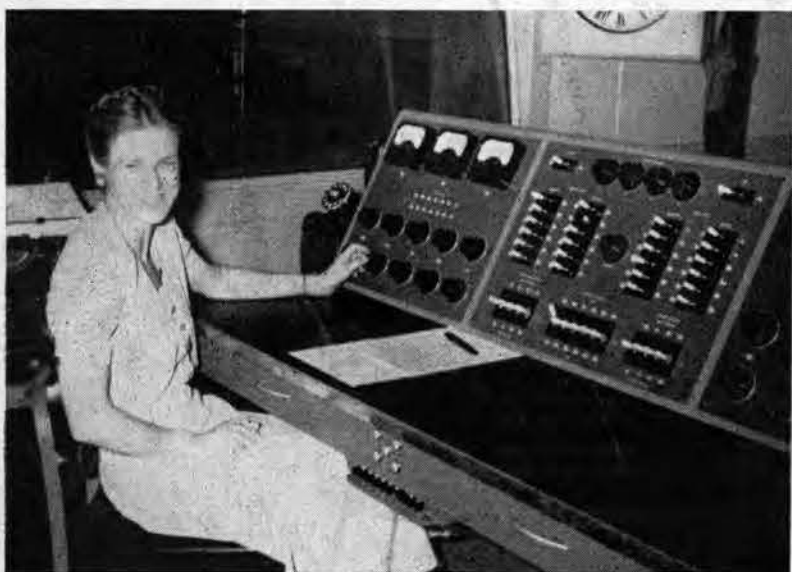
Others have been similarly lucky during the show's stay in Portland, but none managed to take the full award on the biographical sketch. This feature is taken directly from the senior program.

#### Young Actors

Another popular part of the program is the weekly drama, in which two contestants are chosen from the audience for their acting ability. The two lucky ones—usually a girl and a boy—participate in a skit with Lew and Alan. Then, when the skit ends, applause determines which one was the better actor—and the winner takes the grand prize—a table model radio.

The Dr. I. Q., Jr. won wide popularity in Portland and southern Maine. Youngsters from as far away as Augusta, Lewiston, Sanford, Kittery and Bangor drive into Portland to take part in the show.

From Portland, the program goes to Minneapolis, Minn.



**SMOOTH OPERATOR**—Attractive Lucille McIntyre, WESH control operator, proudly displays the station's newly completed control panel. The streamlined equipment was constructed by chief engineer Fred Crandon and assistant engineers Ralph Buckley and Arthur Leavitt. All programs carried by WESH are channeled through this master control board.



# Television Topics - - Video Views

## Television Proves Its Worth During Political Conventions

There are many angles to television which radio people must learn before the new medium can take its place as a senior partner with radio in the business of broadcasting. Video is a virtually untried art—an entirely new method of communicating news, entertainment and education to a mass audience. But in spite of its pitfalls, television is rapidly assuming a major place in post-war progress.

Just as radio cut its teeth on political conventions in the early twenties, television proved its worth during the recent Democratic and Republican conventions at Philadelphia.

The television networks pooled their resources to present an on-the-floor account of the two conventions. Video viewers sat comfortably in their living rooms and watched the leading speakers and shared the color and excitement of Convention Hall, without the attendant discomfort.

### Detailed Coverage

As an indication of what television can do with important news happenings, the NBC television network presented the most extensive series of video broadcasts ever attempted, at the recent Democratic convention.

For the first time in television history, a round-robin telecast, originating in New York, Philadelphia and Washington was presented, with high-ranking Democrats in each city appearing on the program.

A total of 17 video cameras in the three cities were used by NBC and its stations throughout the day, including those employed in the television pool pick-ups from Convention Hall. When you consider that video cameras cost upwards of \$50,000 each, you begin to realize just how big television is. Hundreds of experts, cameramen and technicians were needed to operate the cameras.

Both conventions were covered by NBC in cooperation with Life Magazine.

Scores of side-light programs were televised during the conventions in order to bring viewers the atmosphere and spirit of the political gatherings. Top politicians were interviewed with their families. Cameras were stationed outside the larger hotels to catch the leading Presidential contenders as they circulated from meeting to meeting.

### Mass Audience

Never before in the history of communications had so many people been able to watch television broadcasts. Approximately 8,000,000 viewers in

the chief east coast cities followed the conventions as they happened. Others in such cities as Cleveland, Chicago, Los Angeles and Salt Lake City viewed the convention on a delayed basis. Sound film was air-expressed to stations in those cities and presented only a few hours after the events on the film had taken place.

Television is on the march. How soon it will be available to people in Maine is a difficult question. If the present plans of WCSH are not interrupted, viewers in southern Maine will be able to receive television programs within a year to 18 months. In central and northern Maine, the situation is different. No television station applications have been made to the FCC outside Portland, and until they are, listeners in such cities as Bangor, Augusta, Presque Isle and Waterville will have to wait much longer for reliable video reception.



**NEW TELEVISION SET**—The above-pictured television receiver is one of the latest, inexpensive sets on the market. Manufactured by the Hallcrafters Company of Chicago, the receiver is priced at \$169.50. The screen, on left side of the set, is small, but bright, clear images appear on it when in operation.

## Video Vaudeville Presented On Television

Comedian Milton Berle, emceeing his Texaco Star Theater on NBC's television network, presents all the color and zip of old fashioned vaudeville. It's like attending a stage show in the twenties, when viewers tune in television sets on this new program.

Here's a sample of the kind of entertainment Berle presents. Bill "Bojangles" Robinson, whose dancing is as lively as ever; Harry Richman, the famous personality singer of stage days, and Valerie Bettis, the dancer who created an instant sensation in the Broadway musical, "Inside U. S. A."

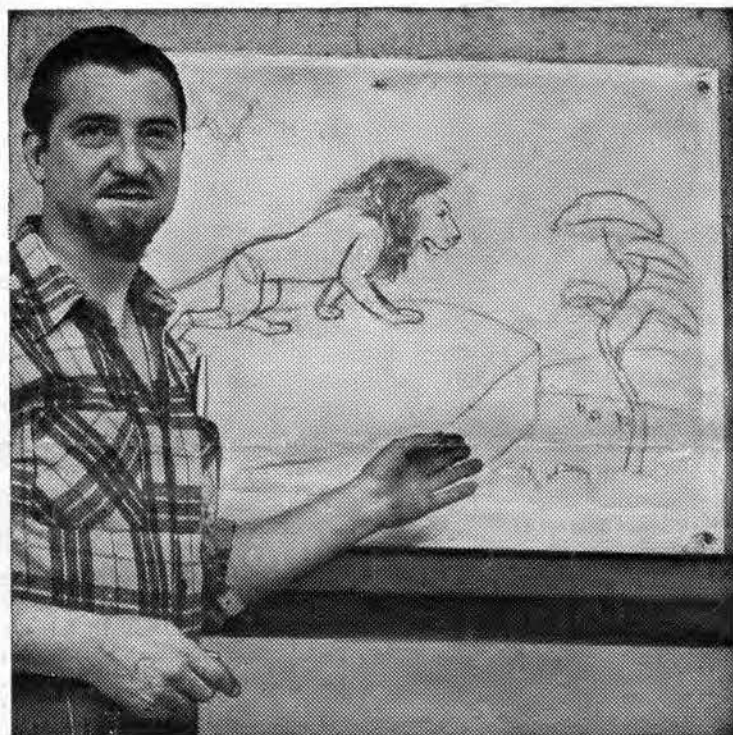
In addition to these entertainers, Berle has presented a male quartet, the Cavaliers, an acrobatic act, and Al Gordon and his canine act, "Going to the Dogs." So you see, it's real vaudeville, only on television.

The Maine Broadcaster prints the kind of news you want. Let us know about the radio stars and programs you like and the staff will include features about them in future issues.

Subscribers to The Maine Broadcaster are scattered from coast to coast.



**BROADWAY JAMBOREE**—A high point of NBC's television presentations is the revival of minstrel shows, dance acts, singing stars of this and yesterday, on the Broadway Jamboree Show. Here, night club star Maxine Sullivan, standing before television camera, offers her throaty rendition of songs she has made famous. It's a merry, melodic show.



**VIDEO ART**—Jon Gnagy is the star of a popular NBC television program called, You Are An Artist. He provides viewers with instruction in sketching. Starting with the basic forms—squares, cubes and circles—Gnagy gradually initiates his viewers into the more elaborate rules of art, until—after several months—they are able to draw such figures as the lion shown above. This is just one of the many unusual programs which are possible in television.

R J P

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## Television Tally

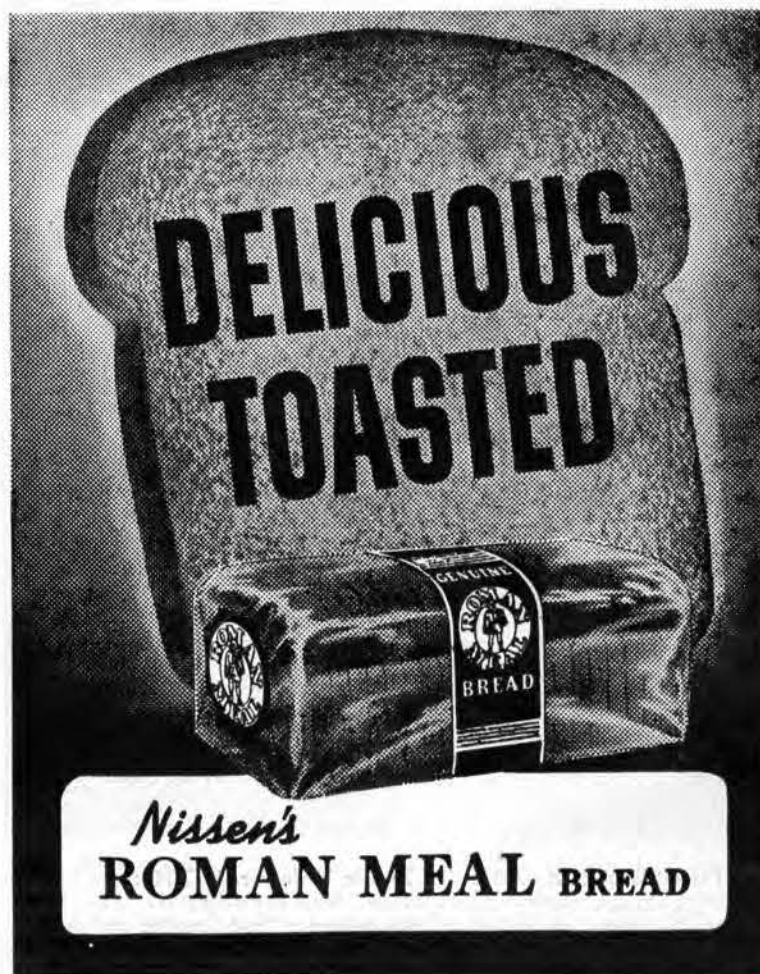
The Television Digest lists 30 television stations on the air in the United States, construction permits granted for 78 more and 285 applications pending. This compares with an April survey which showed 23 stations on the air, 78 construction permits and 183 applications pending.

Benjamin Abrams, president of the Emerson Radio Corp., reports that rising costs may cause an increase in radio prices this year, but lower television set prices are still possible because of better manufacturing techniques.

## Television Sets Are Good Buys

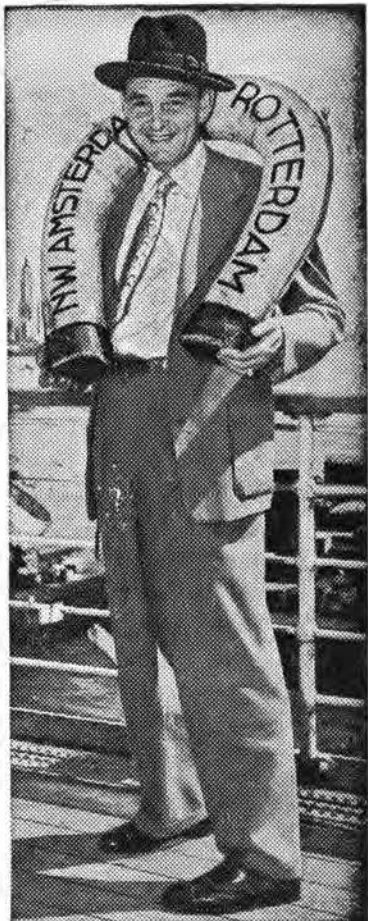
James H. Carmine, vice president of the Philco Corp., says that despite the relatively high price of television sets, they actually represent a better buy, from the consumer's standpoint, than radio sets. Carmine says this is true, because the profit margin on television is smaller—on a percentage basis—from the manufacturer down the line.

In Maine, however, set-owners are urged to wait a few months before investing in television receivers. Engineers of the Maine Broadcasting System stress that no television stations exist that are capable of providing reliable program service to Maine.





# Radio Celebrities Spend Summer In Europe



**EUROPE BOUND**—At left, Louise Erickson, pretty blonde star of *A Date With Judy*, will visit relatives in Sweden during her European vacation while the show is off the air. In picture at right, Ed Gardner, on vacation from *Duffy's Tavern*, makes his first peace-time trip to Europe aboard the *Nieuw Amsterdam*.

## Stars Play Tourist Role On Continent

The first post-war summer that foreign travel for pleasure has been possible finds some of NBC's top talent taking advantage of the summer recess from their programs.

The Scandinavian countries have been the choice of several. Eddie and Ida Cantor are spending the summer in Norway, Sweden and Denmark. Louise Erickson, pretty young star of *A Date with Judy*, is doing as much of the "grand tour" as is available, but hopes to include a visit to relatives in Sweden. Edgar Bergen and Mrs. Bergen are in Sweden and took Charlie McCarthy with them. His name was even listed on the passenger list of the ship in which they traveled!

Singer-comedian Dennis Day, whose real name is McNulty, is in Ireland. Mr. and Mrs. Kay Kyser (Georgia Carroll) are taking a glimpse all over Europe. Maestro Arturo Toscanini has been spending several months in his native Italy.

Sports authority Bill Stern will go to London to cover the Olympic games.

Four of NBC's big stars are doing a tour of business and pleasure. They are Mr. and Mrs. Jack Benny (Mary Livingstone) and Mr. and Mrs. Phil Harris (Alice Faye). The Bennys and Harris' are doing a turn at the Palladium, London's equivalent of New York's Palace, and then will tour France and Germany, entertaining in hospitals en route.

Other notables on the program have been Senator Owen Brewster, FCC Commissioner George Sterling,



**NEW LOOK IN LINER LEG ART**—Comedian Eddie Cantor poses for wife Ida in traditional shipboard "cheese-cake" manner as they sail aboard the *Stockholm* for a summer of rest and European travel during Eddie's annual vacation from his program.

## Survey Reveals Reading Tastes Of Radio Personnel

A recent survey of the reading tastes of WCSH staff members turned up some interesting facts. The most widely read popular magazine at the Portland station is *Life*, followed closely by *Time* and *Colliers*. However, several lesser-known magazines came in for a share of popularity. *New Yorker* is read regularly by 60 per cent of the announcing and program staff. The *American Scholar*, *United Nations World* and *Newsweek* are all read by the news room staffers. *Popular Science* is tops with the technical crew.

## Notables Appear On "As Maine Goes"

The WCSH Sunday news show, *As Maine Goes*, has scored several scoops for the Portland station. A tape-recorded interview with Governor Thomas E. Dewey of New York was presented during the program just before he was nominated for President by the Republicans. The interview was obtained at York Harbor while Dewey was attending the National Governors' Conference. On the other side of the political fence, Henry Wallace, Third Party nominee, also appeared on a recent program. Wallace was snared by the news department while he was in Portland on a speaking engagement.



**MEET THE MODEL**—Ann Thomas, a girl with flaming red hair, plays the role of Dixie Blake—the diamond-in-the-rough model of NBC's new Monday-through-Friday comedy drama, *We Love and Learn*. It's heard at 11.15 a. m. over WCSH, WRDO and WLBZ.



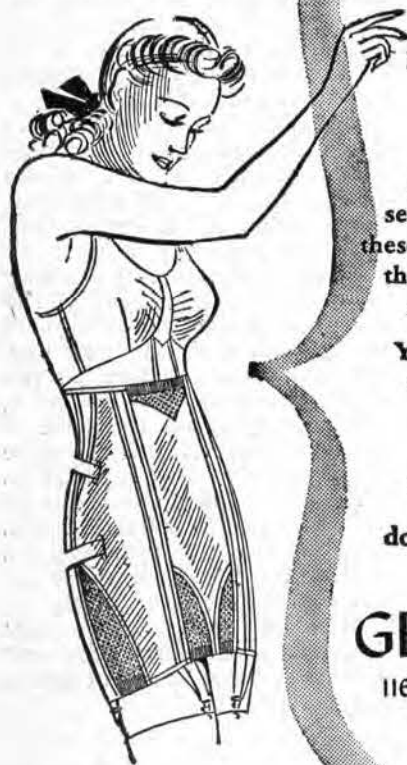
**"BRING 'EM BACK ALIVE"**—The noted explorer and jungle animal hunter Frank Buck (left) appeared on the WCSH program *As Maine Goes* last month. He was interviewed by news director John Hogan (right). Buck disclosed plans for a new journey into Africa, where he will make a color movie this fall and winter.

## Three Men On A Marble Slab



**HOW NUTTY CAN YOU GET?**—Listeners for years have been intrigued with the story that begins, "Once there was three men floating down the river on a marble slab," which Senator Ford has tried to tell, but can never finish on countless broadcasts of *Can You Top This*. Now, the Senator (center) surrounded by Joe Laurie, Jr. (left) and Harry Hershfield (right) offers proof it can be done. Their destination is the new time-spot on NBC (Saturdays at 9:30) for their program.

Often it's the slim girl who needs a support most!



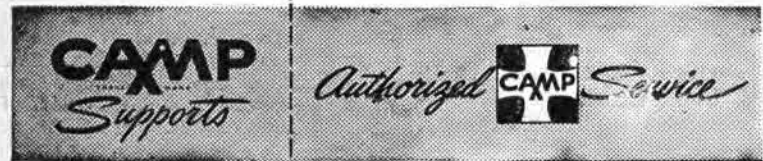
Don't pooh-poo the idea of a scientific foundation garment just because you're slim! Especially if you tire easily, get backaches, or just can't seem to stand up straight. For these may be signals warning you that your abdominal muscles are being overtaxed.

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## THE MAINE BROADCASTER

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JOHN F. HOGAN, Acting Editor

LINWOOD T. PITMAN, Editor on Leave of Absence

## MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

## FARM OUTLOOK

Feed grains will be more plentiful and feed costs lower this coming fall and winter—if crop yields are average this summer. But feed prices will be high until new crops are ready.



Average crop yields this year will give us about a fifth larger feed grain production for the nation than a year ago. Carry-over of old grain will be small this fall. So the total feed-supply for the coming feeding

season will be around 13 percent larger than last year—assuming average yields.

Our livestock numbers will be smaller this fall, too. They have been going downhill since 1944. They are being cut still further in 1948. Farmers are raising fewer hogs this spring. The 1948 calf crop will be smaller. And poultrymen are raising fewer chickens and turkeys.

So supplies of grain per animal will be around 10 to 15 percent less than in the present feeding year. Supplies also will be about 10 percent above the 5 year average.

Supplies of oilseed meals will be about as large as this year—again assuming average yields.

Larger supplies of feed grains next fall will likely bring a sharper than usual drop in prices of corn and other feed grains. Since livestock numbers will be down, this means livestock prices will hold up better next winter than grain prices. Prospects are for wider feeding margins this coming fall and winter than in 1947-48.

## Heavier Feeding

The boost in grain supply will permit a heavier rate of feeding per animal. Hogs will be fattened to heavier weights. More grain can be used for food and industrial purposes, and for export. Also the carry-over at the end of the fall of 1949 could be a lot larger than we will have at the end of this season.

The lower feed prices that will come with a normal crop this year also will encourage farmers to step up livestock output in 1949. The farmer who raises fall pigs this year will be in a position to cash in on this more favorable feeding relationship "ahead of the crowd."

It will pay to conserve feed this spring and summer. Many farmers will keep their grain costs low by making the greatest possible use of pasture for cattle, sheep, hogs and poultry.

Using enough high-protein feeds to balance the ration is another way of saving grain. Protein feeds are more abundant this year than in many years. They are a little cheaper than usual compared with feed grains.

## Livestock

Meat production is likely to remain below last year. Smallest meat output will come during the summer.

Prices of meat animals are in a strong position. The seasonal low in meat production of spring and summer is approaching. If demand continues at present levels, livestock prices may rise moderately this summer.

Cattlemen will sell fewer cattle and calves this year than last. Farmers and ranchers had about 3 million head or 3 percent fewer cattle on farms Jan. 1, 1948, than a year before. The cut in steers and beef calves was sharper than other classes of beef cattle.

About a fourth fewer feed cattle will come to market from now until fall than the large marketings last year. Movement of grass cattle this year also is expected to fall behind that of 1947.

Summer supplies of feed cattle will drop more sharply than usual. So prices of better grades of steers probably will rise at least seasonally this summer and early fall. If feed crops turn out average or better, prices of grass cattle may drop less than seasonally this fall.

Sheepmen will market fewer lambs and ewes this year. If they should begin to increase flocks this fall, ewe marketings will drop sharply. More ewe lambs also would be held back.

Hog slaughter will be about the same as last year through early summer. Most marketings are now coming from the 1947 fall pig crop. It was only slightly larger than the 1946 fall crop.

Hog slaughter will drop well below that of a year ago in late summer and fall, however. Our 1948 spring pig crop is about 10 per-cent below last year's crop.

If the 1948 corn crop is good, farmers will hold back hogs for finishing on the new crop. This will hold up hog prices early next fall. The seasonal price decline then will come later than usual.

## Dairy

Dairymen have been cutting down on their herds since 1944. Total milk production is lagging behind last year's output.

Today, milk cow numbers for the nation as a whole are about 10 percent below the 1944 peak. Dairymen have an unusually large number of young stock in relation to the number of milk cows, however. Most of the reduction in milk cow numbers in recent years has come from the heavy rate of culling. Thus farmers are in a position to bring a halt to the drop in dairy cow numbers within a reasonably short time if they let up on the rate of cutting.

Milk production has been running slightly behind a year ago. People in cities have been drinking about as much milk and cream as a year ago. So the slack in milk production has shown up in the form of a drop in output of manufactured dairy products. Butter and cheese production has been running around a fifth below that of a year ago.

## Poultry

Poultrymen are cutting production for next year. Poultrymen are raising between 15 and 20 percent fewer chickens this year than a year ago. Demand for chicks for broiler productions has been stronger than for flock replacement. Interest in poultry has lagged most in the western Corn Belt.

Poultrymen may be overdoing the cut in buying baby chicks for flock replacement. Cheaper feed costs next winter should mean better egg profits when pullets are laying. Meat supplies will be short then. Egg prices should be good.

Turkey production also is lagging behind a year ago—about 20 percent fewer poults will be hatched this year. Demand for poults was greater than output.

Higher turkey prices are in prospect for the fall of 1948 than a year ago. Turkey production is down.

## Without Sound Effects

By Dan Kelly



"Men, protect your hair. Use Kreem-Goo!"

## AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

Summer half over and probably you haven't done half the things you planned. I hope though, that you have had fun and that there will be many more good times in the out-of-doors ahead for us all.

For good eating for picnics or porch super try these:

## SANDWICH SUGGESTIONS

1. Sliced liver sausage with thinly sliced dill pickles, in rye bread.
2. Sliced homemade meat loaf, a little catsup, leaf of lettuce.
3. Chopped hard-cooked eggs with finely chopped celery, seasonings, mayonnaise.
4. Chopped hard-cooked eggs with minced crisp-cooked bacon, dressing to moisten.
5. Cottage cheese, chopped cucumber, chopped stuffed olives, mayonnaise.
6. Ground cooked ham, chopped sweet pickles.
7. Sliced bologna with thin slice of Swiss cheese, mustard.
8. Flaked salmon (well drained), finely chopped celery, chopped pickles, mayonnaise and seasonings.

Ice cream is a year round favorite, but in summer we seem to consume quantities of it. For special occasions these two are among my favorites. I hope you like them.

## BANANA MAPLE ICE CREAM

- 3 bananas mashed  
 1/2 cup maple syrup  
 1 cup whipping cream  
 Whip cream thick but not stiff.  
 Add bananas and syrup.  
 Freeze. Beat and Freeze. Serves 6 people.

## TUTTI FRUITI ICE CREAM

- 1 cup milk (hot)  
 20 marshmallows dissolved in milk  
 Cool and add:  
 1 cup whipped cream  
 1 tsp. vanilla  
 1/4 cup marachino cherries  
 3 slices pineapple  
 1/2 cup nuts  
 Chop fine

And cold storage holdings are less. So supplies next fall will be about a fourth below a year earlier.

## Demand

Farm prices dropped sharply after World War I. At present we have little evidence whether or when a recession is coming after this war.

Farm prices rose after the end of World War I, hitting new peaks in 1919.

Freeze one hour. Stir and finish freezing. Makes enough for six.

In summer homes and cottages, we use a great deal of cold water-type paints or calsonine. Often we can't get just the right color or shade we want and are disappointed at the result. There is no need of that however, for all-purpose dye can be used to color any of the cold water paints, or calsonine, by using a package of dye to a pint of water, add this to a pound of cold water paint, mix well, and when the mixture is soft and creamy, without any undissolved paint lumps, it is ready to be applied and will cover an area of from 40 to 50 square feet. If the shade you want is lighter or darker than the basic dye color, simply add more or less than the package to a pint. Here's a way to get real decorator shades in a room.

Before I say good bye until next month, I'd like to share this thought with you—George Eliot once said, "I think cheerfulness is a fortune in itself."

Until September then Good Bye,  
 —Agnes Gibbs

Keep abreast of television. Read The Maine Broadcaster each month.



**DIZZY ON THE AIR**—Dizzy Dean, former big league star pitcher, is now a network sports commentator—with the emphasis on baseball. He is heard over WCSH, WRDO and WLBZ at 5:00 p. m. each Saturday.

## Page From The Editor's Note Book

With the current wave of give-away programs at its zenith, it's refreshing to note that a New York radio station has just launched a "give-away in reverse" radio show. The program is called Lose Your Shirt, and is heard over WNEW, New York. The studio contestant must pay if he misses a question. That money, plus the master-of-ceremony's salary for the show, and the amount the station gets from the sponsor, goes to charity.

Speaking of give-away programs, here's a prize that might be added to the long list of spectacular awards for winning contestants: a steam locomotive, three pullman cars and 80 or 100 miles of track on any railroad in the country. Or, if the sponsors want to give away something really big, why not give the contestant the network on which the show is heard?

## Music, The Common Denominator

By

The Rev. Arthur Simmonds Blown  
 Pastor of the  
 First Congregational Church of  
 Millinocket, Maine



Rev. Arthur Simmonds Blown

In these days when we hear such encouraging reports of great denominations cooperating and even making plans for Church union at the national level, we may ask, "but what about the local churches in our home towns?" It is thrilling to think about the World Council of Churches meeting in Amsterdam this year, but how about the little churches at home?

Many people feel that "one church" isn't the answer because they have come to realize how important it is for different points of view regarding religion (as in other things) to exist in America and the home town. But cooperation among local churches is possible and profitable.

Music is one of the areas where we can work together. We can share the great music of the Christian Church, which in its universality, knows no division or denomination.

Church choirs may unite at the Christmas season to sing a stirring work like Handel's *Messiah*. This work is not too difficult if simplified arrangements of the music are used. At Easter time, Sir John Stainer's splendid cantata, *The Crucifixion*, adds meaning to the observance of the season, and is a great experience for all who love the timeless in music. Other suitable music is available for the united efforts of Church choirs. The "old fashioned" hymn sing is a regular event of summer Sunday evenings in some communities.

When we sing together, we realize how great is our common faith, and as children of one Father, we have to sing about.

The Right Rev. Oliver L. Loring, Episcopal Bishop of Maine, was heard from London this month in a special broadcast for WCSH, Portland. Bishop Loring, who is attending the Lambeth Conference in Britain, was heard on the program, "As Maine Goes." The special broadcast was arranged with the cooperation of the British Broadcasting Corporation.



FRESH FROZEN FOODS...  
EVERYTHING WE LIKE... ARE  
ALWAYS READY FOR ME  
ALL YEAR 'ROUND

I MAKE FAR FEWER TRIPS  
TO THE STORES... MY PHILCO  
FREEZER HOLDS SO  
MUCH!

LOOK DARLING - OUR  
NEW PHILCO FREEZER IS SAVING  
US MONEY ON OUR FOOD BUDGET

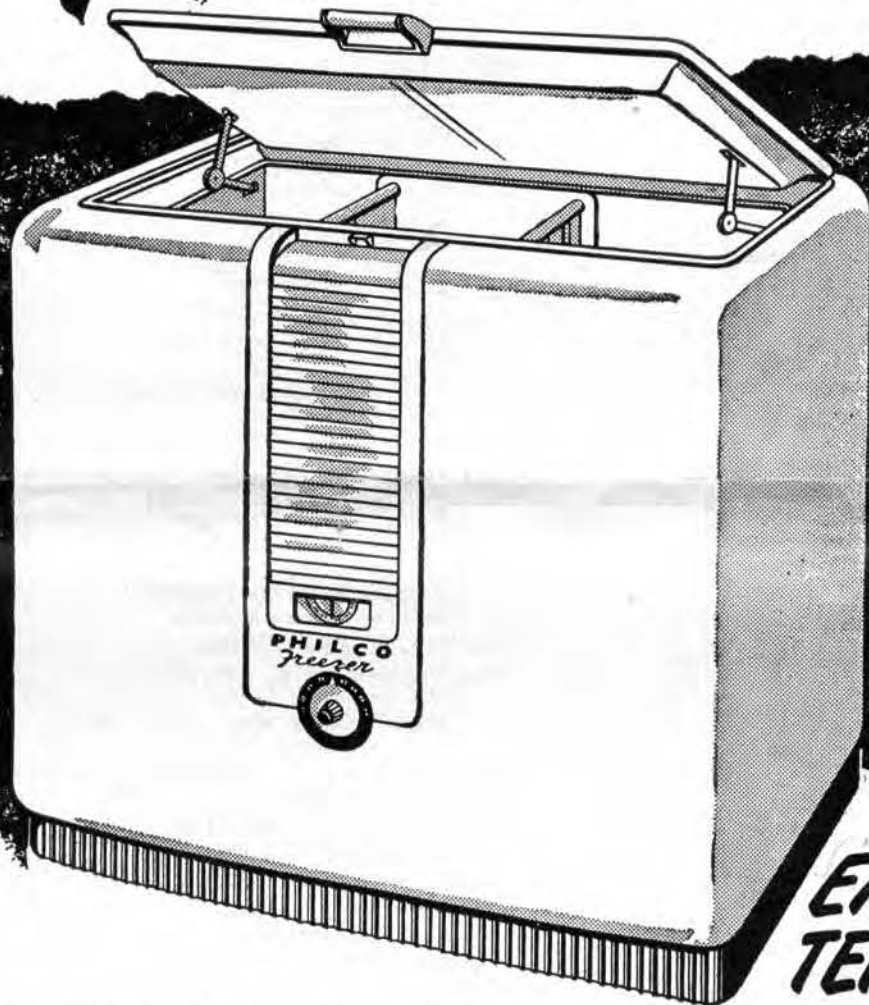
LET'S ALL GO TO MY  
HOUSE... MOTHER ALWAYS  
HAS ICE CREAM IN OUR  
PHILCO FREEZER!

SOLVES THE "LEFTOVERS"  
PROBLEM TOO - NOW I CAN  
USE THEM WHEN I  
NEED THEM

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# COMPLETE AUGUST PROGRAM SCHEDULE FOR

| SUNDAY   | MONDAY                             | TUESDAY                            | WEDNESDAY                          |
|--|------------------------------------|------------------------------------|------------------------------------|
| <b>MORNING</b>                                 | <b>MORNING</b>                     | <b>MORNING</b>                     | <b>MORNING</b>                     |
| 8.00 ALL—NBC News                              | 6.00 ALL—News                      | 6.00 ALL—News                      | 6.00 ALL—News                      |
| 8.05 ALL—Organ Recital                         | 6.05 ALL—Paul Gil                  | 6.05 ALL—Paul Gil                  | 6.05 ALL—Paul Gil                  |
| 8.30 ALL—Church School                         | 6.25 ALL—News                      | 6.25 ALL—News                      | 6.25 ALL—News                      |
| 8.45 ALL—Maine Network News                    | 6.30 ALL—Maine Farm Topics         | 6.30 ALL—Maine Farm Topics         | 6.30 ALL—Maine Farm Topics         |
| 9.00 WCSH—Church in Wildwood                   | 7.00 WCSH—News                     | 7.00 WCSH—News                     | 7.00 WCSH—News                     |
| WRDO—Church in Wildwood                        | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WLBZ—News in Summary                           | WLBZ—Sacred Heart Program          | WLBZ—Sacred Heart Program          | WLBZ—Sacred Heart Program          |
| 9.15 ALL—Story to Order                        | 7.05 WRDO—Radio Reveille           | 7.05 WRDO—Radio Reveille           | 7.05 WRDO—Radio Reveille           |
| 9.30 WRDO—Cameos of Music                      | 7.15 WCSH—Highway of the Spirit    | 7.15 WCSH—Highway of the Spirit    | 7.15 WCSH—Highway of the Spirit    |
| WLBZ—Eternal Light                             | WLBZ—Slim Bryant                   | WLBZ—Slim Bryant                   | WLBZ—Slim Bryant                   |
| WCSH—Cameos of Music                           | 7.30 WCSH—Late Edition             | 7.30 WCSH—Late Edition             | 7.30 WCSH—Late Edition             |
| 9.45 WCSH—D. & H. Miners                       | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WRDO—Southland Music                           | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
| 10.00 ALL—First Radio Parish Church of America | 7.35 WRDO—Radio Reveille           | 7.35 WRDO—Radio Reveille           | 7.35 WRDO—Radio Reveille           |
| 10.30 WCSH—News                                | WLBZ—Program Highlights            | WLBZ—Program Highlights            | WLBZ—Program Highlights            |
| WRDO—Voices Down The Wind                      | 7.45 WRDO—Morning Roundup          | 7.45 WRDO—Morning Roundup          | 7.45 WRDO—Morning Roundup          |
| WLBZ—Voices Down The Wind                      | WLBZ—Musical Clock                 | WLBZ—Musical Clock                 | WLBZ—Musical Clock                 |
| 10.45 WCSH—Organ Interlude                     | 8.00 ALL—Maine Network News        | 8.00 ALL—Maine Network News        | 8.00 ALL—Maine Network News        |
| 10.50 WCSH—State Street Church                 | 8.15 WCSH—Let's Have Music         | 8.15 WCSH—Let's Have Music         | 8.15 WCSH—Let's Have Music         |
| 11.00 WRDO—Words and Music                     | WRDO—Do You Remember               | WRDO—Do You Remember               | WRDO—Do You Remember               |
| WLBZ—World News                                | WLBZ—Happy Kitchen                 | WLBZ—Happy Kitchen                 | WLBZ—Happy Kitchen                 |
| 11.05 WLBZ—Church Service                      | 8.30 WCSH—Here's Agnes Gibbs       | 8.30 WCSH—Here's Agnes Gibbs       | 8.30 WCSH—Here's Agnes Gibbs       |
| 11.30 WRDO—News Summary                        | WRDO—Thoughts for the Day          | WRDO—Thoughts for the Day          | WRDO—Thoughts for the Day          |
| 11.45 WRDO—Voice of the Army                   | 8.45 ALL—Maine Network News        | 8.45 ALL—Maine Network News        | 8.45 ALL—Maine Network News        |
| WLBZ—Red Cross Program                         | 9.00 WCSH—Trading Post             | 9.00 WCSH—Trading Post             | 9.00 WCSH—Trading Post             |
|  | WRDO—Honeymoon in New York         | WRDO—Honeymoon in New York         | WRDO—Honeymoon in New York         |
|  | WLBZ—Easy Aces                     | WLBZ—Easy Aces                     | WLBZ—Easy Aces                     |
|  | 9.15 WCSH—Tello-Test               | 9.15 WCSH—Tello-Test               | 9.15 WCSH—Tello-Test               |
|  | WLBZ—Devotional Service            | WLBZ—Church in Wildwood            | WLBZ—Church in Wildwood            |
|  | 9.30 ALL—Melody Theater            | 9.30 ALL—Melody Theater            | 9.30 ALL—Melody Theater            |
|  | 10.00 ALL—Fred Waring              | 10.00 ALL—Fred Waring              | 10.00 ALL—Fred Waring              |
|  | 10.30 ALL—Road of Life             | 10.30 ALL—Road of Life             | 10.30 ALL—Road of Life             |
|  | 10.45 ALL—Joyce Jordan             | 10.45 ALL—Joyce Jordan             | 10.45 ALL—Joyce Jordan             |
|  | 11.00 ALL—This is Nora Drake       | 11.00 ALL—This is Nora Drake       | 11.00 ALL—This is Nora Drake       |
|  | 11.15 ALL—We Love and Learn        | 11.15 ALL—We Love and Learn        | 11.15 ALL—We Love and Learn        |
|  | 11.30 ALL—Jack Berch Show          | 11.30 ALL—Jack Berch Show          | 11.30 ALL—Jack Berch Show          |
|  | 11.45 WCSH—Lora Lawton             | 11.45 WCSH—Lora Lawton             | 11.45 WCSH—Lora Lawton             |
|  | WRDO—Inside Story                  | WRDO—Trio Time                     | WRDO—Inside Story                  |
|  | WLBZ—Music of Manhattan            | WLBZ—Norm Lambert                  | WLBZ—Music of Manhattan            |
|  | <b>AFTERNOON</b>                   | <b>AFTERNOON</b>                   | <b>AFTERNOON</b>                   |
|  | 12.00 WCSH—Noontime News           | 12.00 WCSH—Noontime News           | 12.00 WCSH—Noontime News           |
|  | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
|  | WLBZ—Korn Kobbler                  | WLBZ—Korn Kobbler                  | WLBZ—Korn Kobbler                  |
|  | 12.05 WRDO—Maine Radio News        | 12.05 WRDO—Maine Radio News        | 12.05 WRDO—Maine Radio News        |
|  | 12.10 WRDO—Noontime Revue          | 12.10 WRDO—Noontime Revue          | 12.10 WRDO—Noontime Revue          |
|  | 12.15 WCSH—Luncheon Club           | 12.15 WCSH—Luncheon Club           | 12.15 WCSH—Luncheon Club           |
|  | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
|  | 12.20 WLBZ—Maine Radio News        | 12.20 WLBZ—Maine Radio News        | 12.20 WLBZ—Maine Radio News        |
|  | 12.30 WCSH—Marjorie Mills          | 12.30 WCSH—Marjorie Mills          | 12.30 WCSH—Marjorie Mills          |
|  | WLBZ—Marjorie Mills                | WLBZ—Marjorie Mills                | WLBZ—Marjorie Mills                |
|  | 12.45 WRDO—Radio Rodeo             | 12.45 WRDO—Radio Rodeo             | 12.45 WRDO—Radio Rodeo             |
|  | 1.00 ALL—Maine Network News        | 1.00 ALL—Maine Network News        | 1.00 ALL—Maine Network News        |
|  | 1.15 WCSH—Maine News               | 1.15 WCSH—Maine News               | 1.15 WCSH—Maine News               |
|  | WRDO—Luncheon with Lopez           | WRDO—Luncheon with Lopez           | WRDO—Luncheon with Lopez           |
|  | WLBZ—Bill Waters                   | WLBZ—Bill Waters                   | WLBZ—Bill Waters                   |
|  | 1.20 WCSH—Agnes Gibbs' Date Book   | 1.20 WCSH—Agnes Gibbs' Date Book   | 1.20 WCSH—Agnes Gibbs' Date Book   |
|  | 1.30 ALL—Tony and Juanita          | 1.30 ALL—Tony and Juanita          | 1.30 ALL—Tony and Juanita          |
|  | 1.45 WCSH—Manhattan Melodies       | 1.45 WCSH—Manhattan Melodies       | 1.45 WCSH—Manhattan Melodies       |
|  | WRDO—Believe It or Not             | WRDO—Believe It or Not             | WRDO—Believe It or Not             |
|  | WLBZ—Matinee Revue                 | WLBZ—Matinee Revue                 | WLBZ—Matinee Revue                 |
|  | 2.00 WCSH—Double Or Nothing        | 2.00 WCSH—Double Or Nothing        | 2.00 WCSH—Double Or Nothing        |
|  | WLBZ—Double Or Nothing             | WLBZ—Double Or Nothing             | WLBZ—Double Or Nothing             |
|  | WRDO—Matinee Musicale              | WRDO—Matinee Musicale              | WRDO—Matinee Musicale              |
|  | 2.30 ALL—Today's Children          | 2.30 ALL—Today's Children          | 2.30 ALL—Today's Children          |
|  | 2.45 WCSH—Light of the World       | 2.45 WCSH—Light of the World       | 2.45 WCSH—Light of the World       |
|  | WLBZ—Melody Lane                   | WLBZ—Melody Lane                   | WLBZ—Melody Lane                   |
|  | WRDO—Going Places with Jean Murray | WRDO—Going Places with Jean Murray | WRDO—Going Places with Jean Murray |
|  | 3.00 ALL—Life Can Be Beautiful     | 3.00 ALL—Life Can Be Beautiful     | 3.00 ALL—Life Can Be Beautiful     |
|  | 3.15 ALL—Ma Perkins                | 3.15 ALL—Ma Perkins                | 3.15 ALL—Ma Perkins                |
|  | 3.30 ALL—Pepper Young's Family     | 3.30 ALL—Pepper Young's Family     | 3.30 ALL—Pepper Young's Family     |
|  | 3.45 ALL—Right To Happiness        | 3.45 ALL—Right To Happiness        | 3.45 ALL—Right To Happiness        |
|  | 4.00 ALL—Backstage Wife            | 4.00 ALL—Backstage Wife            | 4.00 ALL—Backstage Wife            |
|  | 4.15 ALL—Stella Dallas             | 4.15 ALL—Stella Dallas             | 4.15 ALL—Stella Dallas             |
|  | 4.30 ALL—Lorenzo Jones             | 4.30 ALL—Lorenzo Jones             | 4.30 ALL—Lorenzo Jones             |
|  | 4.45 ALL—Young Widder Brown        | 4.45 ALL—Young Widder Brown        | 4.45 ALL—Young Widder Brown        |
|  | 5.00 WCSH—When A Girl Marries      | 5.00 WCSH—When A Girl Marries      | 5.00 WCSH—When A Girl Marries      |
|  | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
|  | WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       |
|  | 5.05 WRDO—1400 Club                | 5.05 WRDO—1400 Club                | 5.05 WRDO—1400 Club                |
|  | 5.15 WCSH—Portia Faces Life        | 5.15 WCSH—Portia Faces Life        | 5.15 WCSH—Portia Faces Life        |
|  | WLBZ—Shoppers Variety Revue        | WLBZ—Shoppers Variety Revue        | WLBZ—Shoppers Variety Revue        |
|  | 5.25 WLBZ—Standard Shoe Pgm.       | 5.25 WLBZ—Standard Shoe Pgm.       | 5.25 WLBZ—Standard Shoe Pgm.       |
|  | 5.30 WCSH—Just Plain Bill          | 5.30 WCSH—Just Plain Bill          | 5.30 WCSH—Just Plain Bill          |
|  | WRDO—A Visit With Hezzie           | WRDO—A Visit With Hezzie           | WRDO—A Visit With Hezzie           |
|  | WLBZ—Visit With Hezzie             | WLBZ—Visit With Hezzie             | WLBZ—Visit With Hezzie             |
|  | 5.45 WCSH—Front Page Farrell       | 5.45 WCSH—Front Page Farrell       | 5.45 WCSH—Front Page Farrell       |
|  | WLBZ—Rod Hendrickson               | WLBZ—Rod Hendrickson               | WLBZ—Rod Hendrickson               |
|  | <b>EVENING</b>                     | <b>EVENING</b>                     | <b>EVENING</b>                     |
|  | 6.00 ALL—Maine Network News        | 6.00 ALL—Maine Network News        | 6.00 ALL—Maine Network News        |
|  | 6.15 ALL—Sports Journal            | 6.15 ALL—Sports Journal            | 6.15 ALL—Sports Journal            |
|  | 6.25 WCSH—Maine State News         | 6.25 WCSH—Maine State News         | 6.25 WCSH—Maine State News         |
|  | WRDO—Sports Story and Error        | WRDO—Sports Story and Error        | WRDO—Sports Story and Error        |
|  | WLBZ—Musical Interlude             | WLBZ—Musical Interlude             | WLBZ—Musical Interlude             |
|  | 6.30 WCSH—Tony & Juanita           | 6.30 WCSH—Tony & Juanita           | 6.30 WCSH—Tony & Juanita           |
|  | WRDO—Sweet & Swing                 | WRDO—Sweet & Swing                 | WRDO—Sweet & Swing                 |
|  | WLBZ—Organ Tones                   | WLBZ—Organ Tones                   | WLBZ—Organ Tones                   |
|  | 6.45 WCSH—3-Star Extra             | 6.45 WCSH—3-Star Extra             | 6.45 WCSH—3-Star Extra             |
|  | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
|  | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
|  | 6.50 WRDO—Maine Radio News         | 6.50 WRDO—Maine Radio News         | 6.50 WRDO—Maine Radio News         |
|  | WLBZ—Maine Radio News              | WLBZ—Maine Radio News              | WLBZ—Maine Radio News              |
|  | 7.00 ALL—Supper Club               | 7.00 ALL—Supper Club               | 7.00 ALL—Supper Club               |
|  | 7.15 ALL—News of the World         | 7.15 ALL—News of the World         | 7.15 ALL—News of the World         |
|  | 7.30 ALL—Musical Program           | 7.30 ALL—Musical Program           | 7.30 ALL—Musical Program           |
|  | 8.00 ALL—First Piano Quartet       | 8.00 ALL—First Piano Quartet       | 8.00 ALL—First Piano Quartet       |
|  | 8.30 ALL—Voice of Firestone        | 8.30 ALL—Voice of Firestone        | 8.30 ALL—Voice of Firestone        |
|  | 9.00 ALL—The Telephone Hour        | 9.00 ALL—The Telephone Hour        | 9.00 ALL—The Telephone Hour        |
|  | 9.30 ALL—Dr. I. Q.                 | 9.30 ALL—Dr. I. Q.                 | 9.30 ALL—Dr. I. Q.                 |
|  | 10.00 ALL—Contented Program        | 10.00 ALL—Contented Program        | 10.00 ALL—Contented Program        |
|  | 10.30 ALL—Appointment with Music   | 10.30 ALL—Appointment with Music   | 10.30 ALL—Appointment with Music   |
|  | 11.00 WCSH—Maine Network News      | 11.00 WCSH—Maine Network News      | 11.00 WCSH—Maine Network News      |
|  | WRDO—World News                    | WRDO—World News                    | WRDO—World News                    |
|  | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
|  | 11.15 ALL—News of World            | 11.15 ALL—News of World            | 11.15 ALL—News of World            |
|  | 11.30 WCSH—Swing Circle            | 11.30 WCSH—Swing Circle            | 11.30 WCSH—Swing Circle            |
|  | WRDO—Reserved for Dancing          | WRDO—Reserved for Dancing          | WRDO—Reserved for Dancing          |
|  | WLBZ—Astor Roof Orchestra          | WLBZ—Astor Roof Orchestra          | WLBZ—Astor Roof Orchestra          |
|  | 12.00 ALL—News                     | 12.00 ALL—News                     | 12.00 ALL—News                     |
| <b>AFTERNOON</b>                               |                                    |                                    |                                    |
| 12.00 WCSH—News                                |                                    |                                    |                                    |
| WRDO—Olmsted and Co.                           |                                    |                                    |                                    |
| WLBZ—Salon Music                               |                                    |                                    |                                    |
| 12.15 WCSH—London Column                       |                                    |                                    |                                    |
| WLBZ—Christian Science Program                 |                                    |                                    |                                    |
| 12.30 WCSH—Patterns in Melody                  |                                    |                                    |                                    |
| WRDO—Eternal Light                             |                                    |                                    |                                    |
| WLBZ—Here's to Veterans                        |                                    |                                    |                                    |
| 12.45 WLBZ—Newport Playhouse                   |                                    |                                    |                                    |
| 1.00 ALL—Maine Network News                    |                                    |                                    |                                    |
| 1.15 WCSH—Salon Strings                        |                                    |                                    |                                    |
| WRDO—Waltz Time                                |                                    |                                    |                                    |
| WLBZ—Men Behind The Melody                     |                                    |                                    |                                    |
| 1.30 ALL—University of Chicago Roundtable      |                                    |                                    |                                    |
| 2.00 ALL—First Piano Quartet                   |                                    |                                    |                                    |
| 2.30 ALL—RCA Victor show with Robert Merrill   |                                    |                                    |                                    |
| 3.00 ALL—Sheaffer Parade                       |                                    |                                    |                                    |
| 3.30 ALL—One Man's Family                      |                                    |                                    |                                    |
| 4.00 ALL—The Quiz Kids                         |                                    |                                    |                                    |
| 4.30 ALL—Bob Trout                             |                                    |                                    |                                    |
| 4.35 WCSH—As Maine Goes                        |                                    |                                    |                                    |
| WRDO—Living—1948                               |                                    |                                    |                                    |
| WLBZ—Living—1948                               |                                    |                                    |                                    |
| 5.00 ALL—Author Meets Critics                  |                                    |                                    |                                    |
| 5.30 ALL—Jane Pickens Show                     |                                    |                                    |                                    |
| <b>EVENING</b>                                 |                                    |                                    |                                    |
| 6.00 WCSH—News                                 |                                    |                                    |                                    |
| WRDO—Catholic Hour                             |                                    |                                    |                                    |
| WLBZ—News                                      |                                    |                                    |                                    |
| 6.15 WCSH—Arlyn E. Barnard                     |                                    |                                    |                                    |
| WLBZ—Guest Star                                |                                    |                                    |                                    |
| 6.30 ALL—Hollywood Star Theater                |                                    |                                    |                                    |
| 7.00 ALL—Let's Talk Hollywood                  |                                    |                                    |                                    |
| 7.30 ALL—Rexall Summer Theater                 |                                    |                                    |                                    |
| 8.00 ALL—Robert Shaw Chorale                   |                                    |                                    |                                    |
| 8.30 ALL—R. F. D. America                      |                                    |                                    |                                    |
| 9.00 WCSH—Manhattan Merry - Go-Round           |                                    |                                    |                                    |
| WRDO—Manhattan Merry Go - Round                |                                    |                                    |                                    |
| WLBZ—Allen Roth Symphony                       |                                    |                                    |                                    |
| 9.30 WCSH—Am. Album of Familiar Music          |                                    |                                    |                                    |
| WRDO—Am. Album of Familiar Music               |                                    |                                    |                                    |
| WLBZ—Memorable Music                           |                                    |                                    |                                    |
| 10.00 ALL—Take It or Leave It                  |                                    |                                    |                                    |
| 10.30 ALL—Night With Horace Heidt              |                                    |                                    |                                    |
| 11.00 ALL—Maine Network News                   |                                    |                                    |                                    |
| 11.15 ALL—Clifton Utley and The News           |                                    |                                    |                                    |
| 11.30 WLBZ—Dave Garroway Show                  |                                    |                                    |                                    |
| WRDO—Sign Off                                  |                                    |                                    |                                    |
| 12.00 WCSH—News                                |                                    |                                    |                                    |
| 12.00 WLBZ—News                                |                                    |                                    |                                    |



R WCSH

970

WRDO 1400

WLBZ 620

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

MORNING

MORNING

MORNING

MORNING

|                                    |                                    |                                    |                                    |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 6.00 ALL—News                      | 6.00 ALL—News                      | 6.00 ALL—News                      | 6.00 ALL—News                      |
| 6.05 ALL—Paul Gil                  | 6.05 ALL—Paul Gil                  | 6.05 ALL—Paul Gil                  | 6.05 ALL—Paul Gil                  |
| 6.25 ALL—News                      | 6.25 ALL—News                      | 6.25 ALL—News                      | 6.25 ALL—News                      |
| 6.30 ALL—Maine Farm Topics         | 6.30 ALL—Maine Farm Topics         | 6.30 ALL—Maine Farm Topics         | 6.30 ALL—Maine Farm Topics         |
| 7.00 WCSH—News                     | 7.00 WCSH—News                     | 7.00 WCSH—News                     | 7.00 WCSH—News                     |
| WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WLBZ—Sacred Heart Program          | WLBZ—Sacred Heart Program          | WLBZ—Sacred Heart Program          | WLBZ—Sacred Heart Program          |
| 7.15 WRDO—Radio Reveille           | 7.15 WRDO—Radio Reveille           | 7.15 WRDO—Radio Reveille           | 7.15 WRDO—Radio Reveille           |
| WLBZ—Slim Bryant                   | WLBZ—Slim Bryant                   | WLBZ—Slim Bryant                   | WLBZ—Slim Bryant                   |
| WCSH—Sacred Heart Program          | WCSH—Sacred Heart Program          | WCSH—Sacred Heart Program          | WCSH—Sacred Heart Program          |
| 7.30 WCSH—Late Edition             | 7.30 WCSH—Late Edition             | 7.30 WCSH—Late Edition             | 7.30 WCSH—Late Edition             |
| WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
| 7.35 WRDO—Radio Reveille           | 7.35 WRDO—Radio Reveille           | 7.35 WRDO—Radio Reveille           | 7.35 WRDO—Radio Reveille           |
| WLBZ—Program Highlights            | WLBZ—Program Highlights            | WLBZ—Program Highlights            | WLBZ—Program Highlights            |
| 7.45 WRDO—Morning Roundup          | 7.45 WRDO—Morning Roundup          | 7.45 WRDO—Morning Roundup          | 7.45 WRDO—Morning Roundup          |
| WLBZ—Musical Clock                 | WLBZ—Musical Clock                 | WLBZ—Musical Clock                 | WLBZ—Musical Clock                 |
| 8.00 ALL—Maine Network News        | 8.00 ALL—Maine Network News        | 8.00 ALL—Maine Network News        | 8.00 ALL—Maine Network News        |
| 8.15 WCSH—Let's Have Music         | 8.15 WCSH—Let's Have Music         | 8.15 WCSH—Let's Have Music         | 8.15 WCSH—Let's Have Music         |
| WRDO—Roger Nye                     | WRDO—Roger Nye                     | WRDO—Roger Nye                     | WRDO—Roger Nye                     |
| WLBZ—Happy Kitchen                 | WLBZ—Happy Kitchen                 | WLBZ—Happy Kitchen                 | WLBZ—Happy Kitchen                 |
| 8.30 WCSH—Here's Agnes Gibbs       | 8.30 WCSH—Here's Agnes Gibbs       | 8.30 WCSH—Here's Agnes Gibbs       | 8.30 WCSH—Here's Agnes Gibbs       |
| WRDO—Thoughts for the Day          | WRDO—Thoughts for the Day          | WRDO—Thoughts for the Day          | WRDO—Thoughts for the Day          |
| 8.45 ALL—Maine Network News        | 8.45 ALL—Maine Network News        | 8.45 ALL—Maine Network News        | 8.45 ALL—Maine Network News        |
| 9.00 WCSH—Trading Post             | 9.00 WCSH—Trading Post             | 9.00 WCSH—Trading Post             | 9.00 WCSH—Trading Post             |
| WRDO—Honeymoon in New York         | WRDO—Honeymoon in New York         | WRDO—Honeymoon in New York         | WRDO—Honeymoon in New York         |
| WLBZ—Easy Aces                     | WLBZ—Easy Aces                     | WLBZ—Easy Aces                     | WLBZ—Easy Aces                     |
| 9.15 WCSH—Tello-Test               | 9.15 WCSH—Tello-Test               | 9.15 WCSH—Tello-Test               | 9.15 WCSH—Tello-Test               |
| WLBZ—Church in Wildwood            | WLBZ—Church in Wildwood            | WLBZ—Church in Wildwood            | WLBZ—Church in Wildwood            |
| 9.30 ALL—Melody Theater            | 9.30 ALL—Melody Theater            | 9.30 ALL—Melody Theater            | 9.30 ALL—Melody Theater            |
| 10.00 ALL—Fred Waring              | 10.00 ALL—Fred Waring              | 10.00 ALL—Fred Waring              | 10.00 ALL—Fred Waring              |
| 10.30 ALL—Road of Life             | 10.30 ALL—Road of Life             | 10.30 ALL—Road of Life             | 10.30 ALL—Road of Life             |
| 10.45 ALL—Joyce Jordan             | 10.45 ALL—Joyce Jordan             | 10.45 ALL—Joyce Jordan             | 10.45 ALL—Joyce Jordan             |
| 11.00 ALL—This is Nora Drake       | 11.00 ALL—This is Nora Drake       | 11.00 ALL—This is Nora Drake       | 11.00 ALL—This is Nora Drake       |
| 11.15 ALL—We Love and Learn        | 11.15 ALL—We Love and Learn        | 11.15 ALL—We Love and Learn        | 11.15 ALL—We Love and Learn        |
| 11.30 ALL—Jack Berch Show          | 11.30 ALL—Jack Berch Show          | 11.30 ALL—Jack Berch Show          | 11.30 ALL—Jack Berch Show          |
| 11.45 WCSH—Lora Lawton             | 11.45 WCSH—Lora Lawton             | 11.45 WCSH—Lora Lawton             | 11.45 WCSH—Lora Lawton             |
| WRDO—Trio Time                     | WRDO—Trio Time                     | WRDO—Trio Time                     | WRDO—Trio Time                     |
| WLBZ—Norm Lambert                  | WLBZ—Norm Lambert                  | WLBZ—Norm Lambert                  | WLBZ—Norm Lambert                  |
| AFTERNOON                          |                                    |                                    |                                    |
| 12.00 WCSH—Noontime News           | 12.00 WCSH—Noontime News           | 12.00 WCSH—Noontime News           | 12.00 WCSH—Noontime News           |
| WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WLBZ—Korn Kobbler                  | WLBZ—Korn Kobbler                  | WLBZ—Korn Kobbler                  | WLBZ—Korn Kobbler                  |
| 12.05 WRDO—Maine Radio News        | 12.05 WRDO—Maine Radio News        | 12.05 WRDO—Maine Radio News        | 12.05 WRDO—Maine Radio News        |
| 12.10 WRDO—Noontime Revue          | 12.10 WRDO—Noontime Revue          | 12.10 WRDO—Noontime Revue          | 12.10 WRDO—Noontime Revue          |
| 12.15 WCSH—Luncheon Club           | 12.15 WCSH—Luncheon Club           | 12.15 WCSH—Luncheon Club           | 12.15 WCSH—Luncheon Club           |
| WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
| 12.20 WLBZ—Maine Radio News        | 12.20 WLBZ—Maine Radio News        | 12.20 WLBZ—Maine Radio News        | 12.20 WLBZ—Maine Radio News        |
| 12.30 WCSH—Marjorie Mills          | 12.30 WCSH—Marjorie Mills          | 12.30 WCSH—Marjorie Mills          | 12.30 WCSH—Marjorie Mills          |
| WLBZ—Marjorie Mills                | WLBZ—Marjorie Mills                | WLBZ—Marjorie Mills                | WLBZ—Marjorie Mills                |
| 12.45 WRDO—Radio Rodeo             | 12.45 WRDO—Radio Rodeo             | 12.45 WRDO—Radio Rodeo             | 12.45 WRDO—Radio Rodeo             |
| 1.00 ALL—Maine Network News        | 1.00 ALL—Maine Network News        | 1.00 ALL—Maine Network News        | 1.00 ALL—Maine Network News        |
| 1.15 WCSH—Maine News               | 1.15 WCSH—Maine News               | 1.15 WCSH—Maine News               | 1.15 WCSH—Maine News               |
| WRDO—Luncheon with Lopez           | WRDO—Luncheon with Lopez           | WRDO—Luncheon with Lopez           | WRDO—Luncheon with Lopez           |
| WLBZ—Bill Waters                   | WLBZ—Bill Waters                   | WLBZ—Bill Waters                   | WLBZ—Bill Waters                   |
| 1.20 WCSH—Agnes Gibbs' Date Book   | 1.20 WCSH—Agnes Gibbs' Date Book   | 1.20 WCSH—Agnes Gibbs' Date Book   | 1.20 WCSH—Agnes Gibbs' Date Book   |
| 1.30 ALL—Tony and Juanita          | 1.30 ALL—Tony and Juanita          | 1.30 ALL—Tony and Juanita          | 1.30 ALL—Tony and Juanita          |
| 1.45 WCSH—Manhattan Melodies       | 1.45 WCSH—Manhattan Melodies       | 1.45 WCSH—Manhattan Melodies       | 1.45 WCSH—Manhattan Melodies       |
| WLBZ—Believe It or Not             | WLBZ—Believe It or Not             | WLBZ—Believe It or Not             | WLBZ—Believe It or Not             |
| WLBZ—Matinee Revue                 | WLBZ—Matinee Revue                 | WLBZ—Matinee Revue                 | WLBZ—Matinee Revue                 |
| 2.00 WCSH—Double Or Nothing        | 2.00 WCSH—Double Or Nothing        | 2.00 WCSH—Double Or Nothing        | 2.00 WCSH—Double Or Nothing        |
| WLBZ—Double Or Nothing             | WLBZ—Double Or Nothing             | WLBZ—Double Or Nothing             | WLBZ—Double Or Nothing             |
| WRDO—Matinee Musicale              | WRDO—Matinee Musicale              | WRDO—Matinee Musicale              | WRDO—Matinee Musicale              |
| 2.30 ALL—Today's Children          | 2.30 ALL—Today's Children          | 2.30 ALL—Today's Children          | 2.30 ALL—Today's Children          |
| 2.45 WCSH—Light of the World       | 2.45 WCSH—Light of the World       | 2.45 WCSH—Light of the World       | 2.45 WCSH—Light of the World       |
| WLBZ—Melody Lane                   | WLBZ—Melody Lane                   | WLBZ—Melody Lane                   | WLBZ—Melody Lane                   |
| WRDO—Going Places with Jean Murray | WRDO—Going Places with Jean Murray | WRDO—Going Places with Jean Murray | WRDO—Going Places with Jean Murray |
| 3.00 ALL—Life Can Be Beautiful     | 3.00 ALL—Life Can Be Beautiful     | 3.00 ALL—Life Can Be Beautiful     | 3.00 ALL—Life Can Be Beautiful     |
| 3.15 ALL—Ma Perkins                | 3.15 ALL—Ma Perkins                | 3.15 ALL—Ma Perkins                | 3.15 ALL—Ma Perkins                |
| 3.30 ALL—Pepper Young's Family     | 3.30 ALL—Pepper Young's Family     | 3.30 ALL—Pepper Young's Family     | 3.30 ALL—Pepper Young's Family     |
| 3.45 ALL—Right To Happiness        | 3.45 ALL—Right To Happiness        | 3.45 ALL—Right To Happiness        | 3.45 ALL—Right To Happiness        |
| 4.00 ALL—Backstage Wife            | 4.00 ALL—Backstage Wife            | 4.00 ALL—Backstage Wife            | 4.00 ALL—Backstage Wife            |
| 4.15 ALL—Stella Dallas             | 4.15 ALL—Stella Dallas             | 4.15 ALL—Stella Dallas             | 4.15 ALL—Stella Dallas             |
| 4.30 ALL—Lorenzo Jones             | 4.30 ALL—Lorenzo Jones             | 4.30 ALL—Lorenzo Jones             | 4.30 ALL—Lorenzo Jones             |
| 4.45 ALL—Young Widder Brown        | 4.45 ALL—Young Widder Brown        | 4.45 ALL—Young Widder Brown        | 4.45 ALL—Young Widder Brown        |
| 5.00 WCSH—When A Girl Marries      | 5.00 WCSH—When A Girl Marries      | 5.00 WCSH—When A Girl Marries      | 5.00 WCSH—When A Girl Marries      |
| WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       |
| 5.05 WRDO—1400 Club                | 5.05 WRDO—1400 Club                | 5.05 WRDO—1400 Club                | 5.05 WRDO—1400 Club                |
| 5.15 WCSH—Portia Faces Life        | 5.15 WCSH—Portia Faces Life        | 5.15 WCSH—Portia Faces Life        | 5.15 WCSH—Portia Faces Life        |
| WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       | WLBZ—Shoppers' Variety Revue       |
| 5.25 WLBZ—Standard Shoe Pgm.       | 5.25 WLBZ—Standard Shoe Pgm.       | 5.25 WLBZ—Standard Shoe Pgm.       | 5.25 WLBZ—Standard Shoe Pgm.       |
| 5.30 WCSH—Just Plain Bill          | 5.30 WCSH—Just Plain Bill          | 5.30 WCSH—Just Plain Bill          | 5.30 WCSH—Just Plain Bill          |
| WRDO—A Visit with Hezzie           | WRDO—A Visit with Hezzie           | WRDO—A Visit with Hezzie           | WRDO—A Visit with Hezzie           |
| WLBZ—Visit With Hezzie             | WLBZ—Visit With Hezzie             | WLBZ—Visit With Hezzie             | WLBZ—Visit With Hezzie             |
| 5.45 WCSH—Front Page Farrell       | 5.45 WCSH—Front Page Farrell       | 5.45 WCSH—Front Page Farrell       | 5.45 WCSH—Front Page Farrell       |
| WLBZ—Rod Hendrickson               | WLBZ—Rod Hendrickson               | WLBZ—Rod Hendrickson               | WLBZ—Rod Hendrickson               |
| EVENING                            |                                    |                                    |                                    |
| 6.00 ALL—Maine Network News        | 6.00 ALL—Maine Network News        | 6.00 ALL—Maine Network News        | 6.00 ALL—Maine Network News        |
| 6.15 ALL—Sports Journal            | 6.15 ALL—Sports Journal            | 6.15 ALL—Sports Journal            | 6.15 ALL—Sports Journal            |
| 6.25 WCSH—Maine State News         | 6.25 WCSH—Maine State News         | 6.25 WCSH—Maine State News         | 6.25 WCSH—Maine State News         |
| WRDO—Sports Story and Error        | WRDO—Sports Story and Error        | WRDO—Sports Story and Error        | WRDO—Sports Story and Error        |
| WLBZ—Musical Interlude             | WLBZ—Musical Interlude             | WLBZ—Musical Interlude             | WLBZ—Musical Interlude             |
| 6.30 WCSH—Tony & Juanita           | 6.30 WCSH—Tony & Juanita           | 6.30 WCSH—Tony & Juanita           | 6.30 WCSH—Tony & Juanita           |
| WRDO—Keep On Keepin' On            | WRDO—Keep On Keepin' On            | WRDO—Keep On Keepin' On            | WRDO—Keep On Keepin' On            |
| WLBZ—Organ Tones                   | WLBZ—Organ Tones                   | WLBZ—Organ Tones                   | WLBZ—Organ Tones                   |
| 6.45 WCSH—3-Star Extra             | 6.45 WCSH—3-Star Extra             | 6.45 WCSH—3-Star Extra             | 6.45 WCSH—3-Star Extra             |
| WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    | WRDO—U. P. News                    |
| WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
| 6.50 WRDO—Maine Radio News         | 6.50 WRDO—Maine Radio News         | 6.50 WRDO—Maine Radio News         | 6.50 WRDO—Maine Radio News         |
| WLBZ—Maine Radio News              | WLBZ—Maine Radio News              | WLBZ—Maine Radio News              | WLBZ—Maine Radio News              |
| 7.00 ALL—Supper Club               | 7.00 ALL—Supper Club               | 7.00 ALL—Supper Club               | 7.00 ALL—Supper Club               |
| 7.15 ALL—News of the World         | 7.15 ALL—News of the World         | 7.15 ALL—News of the World         | 7.15 ALL—News of the World         |
| 7.30 WCSH—Flight with Music        | 7.30 WCSH—Flight with Music        | 7.30 WCSH—Flight with Music        | 7.30 WCSH—Flight with Music        |
| WRDO—Flight with Music             | WRDO—Flight with Music             | WRDO—Flight with Music             | WRDO—Flight with Music             |
| WLBZ—Quintet                       | WLBZ—Quintet                       | WLBZ—Quintet                       | WLBZ—Quintet                       |
| 7.45 WLBZ—Richard Harkness         | 7.45 WLBZ—Richard Harkness         | 7.45 WLBZ—Richard Harkness         | 7.45 WLBZ—Richard Harkness         |
| WCSH—Memorable Music               | WCSH—Memorable Music               | WCSH—Memorable Music               | WCSH—Memorable Music               |
| WRDO—Music                         | WRDO—Music                         | WRDO—Music                         | WRDO—Music                         |
| 8.00 ALL—Armed Services Revue      | 8.00 ALL—Armed Services Revue      | 8.00 ALL—Armed Services Revue      | 8.00 ALL—Armed Services Revue      |
| 8.30 ALL—New Faces of 1948         | 8.30 ALL—New Faces of 1948         | 8.30 ALL—New Faces of 1948         | 8.30 ALL—New Faces of 1948         |
| 9.00 ALL—Nelson Eddy               | 9.00 ALL—Nelson Eddy               | 9.00 ALL—Nelson Eddy               | 9.00 ALL—Nelson Eddy               |
| 9.30 ALL—Ray Noble                 | 9.30 ALL—Ray Noble                 | 9.30 ALL—Ray Noble                 | 9.30 ALL—Ray Noble                 |
| 10.00 ALL—Bob Hawk Show            | 10.00 ALL—Bob Hawk Show            | 10.00 ALL—Bob Hawk Show            | 10.00 ALL—Bob Hawk Show            |
| 10.30 ALL—Time, Place and Tune     | 10.30 ALL—Time, Place and Tune     | 10.30 ALL—Time, Place and Tune     | 10.30 ALL—Time, Place and Tune     |
| 11.00 WCSH—Maine Network News      | 11.00 WCSH—Maine Network News      | 11.00 WCSH—Maine Network News      | 11.00 WCSH—Maine Network News      |
| WRDO—World News                    | WRDO—World News                    | WRDO—World News                    | WRDO—World News                    |
| WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 | WLBZ—ESSO Reporter                 |
| 11.15 ALL—Morton Downey            | 11.15 ALL—Morton Downey            | 11.15 ALL—Morton Downey            | 11.15 ALL—Morton Downey            |
| 11.30 WCSH—Swing Circle            | 11.30 WCSH—Swing Circle            | 11.30 WCSH—Swing Circle            | 11.30 WCSH—Swing Circle            |
| WRDO—Reserved for Dancing          | WRDO—Reserved for Dancing          | WRDO—Reserved for Dancing          | WRDO—Reserved for Dancing          |
| WLBZ—Jones Beach Orchestra         | WLBZ—Jones Beach Orchestra         | WLBZ—Jones Beach Orchestra         | WLBZ—Jones Beach Orchestra         |
| 12.00 ALL—News                     | 12.00 ALL—News                     | 12.00 ALL—News                     | 12.00 ALL—News                     |



## WRDO Gives Quiz Kid Winners Prizes At Studio Presentation



THE WINNERS—Three winners receive Quiz Kid awards from manager Jack Atwood of WRDO (left). The winners are (left to right) David Hill of Rockland, Rae Joan Goss of Augusta and Darryl Eliot Clement of Farmington. Standing is Miss Jean Murray, WRDO's director of women's programs. Mrs. Ruth Weaver, Augusta "Best Teacher," is seated at far right.

Three very excited youngsters visited the studios of WRDO, Augusta, recently. They were among the winners of the Quiz Kid's "Best Teacher Contest." When WRDO was notified that four of the five \$100 prize winners were in the station's primary area, a letter was sent to each of the winners, inviting them to receive their Quiz Kid pins and prize money in person.

The invitations were sent to the following winners: Rae Joan Goss, 17, of Augusta; Kathleen Turner, 17, of Bowdoinham; Darryl Clement, 8, of Farmington, and David Hill, 6, of Rockland. All but Kathleen Turner were able to be at the studio in Augusta for the presentations.

The youngsters were guests of women's program director Jean Murray on her program, *Going Places*. They were ready and willing to answer questions concerning their entries in the contest, and even more eager to get their Quiz Kid pins, which were presented by station manager Jack Atwood.

As an added feature, Miss Murray interviewed Mrs. Ruth Weaver of Cony High School, the "Best Teacher" nominated by Rae Goss of Augusta.

Other teachers nominated by these winners were Miss Gladys Raymond of Bowdoinham, Mrs. Dorothy Sweatt of Farmington, and Mrs. Mae Perry of Rockland. The visit to WRDO was an occasion which the honorary Quiz Kids will never forget.



TOPPER—Kay Westfall, NBC radio actress, knitted this strapless topper to wear on those lazy, summer days she is spending at the beach. It is made of angora, so of course she can't go in the water.

## 'Dr. I. Q.' Confides He Has A Problem



Lew Valentine—"Dr. I. Q." (Caricature by Berman)

One of the largest funds of miscellaneous knowledge in radio is probably lodged in the mind of Lew Valentine, who has picked up quite a liberal education during his years of service as "Dr. I. Q." He is heard each Monday at 9:30 p. m., over WCSH, WRDO and WLBZ.

"The trouble is," asks Lew, "where do I get a chance to use it?"

No stranger ever asks him, "What was Wee Willie Winkle wearing when he ran through the town?" (Answer: a nightgown). And he has been waiting long for an opportunity to inform his friends during a conversational lull at a party that "a dik dik is a deer so small its legs are no bigger than cigarettes, and that Malay natives call it 'Little Sir Peace of the Jungle.'" But, no one seems panting to know facts such as these. Instead, they ask, "Who is going to win the election?" Lew, begging your pardon, doesn't know the answer to that one.

## Maxie Rosenbloom Has Own Program

"Slapsie Maxie" Rosenbloom, former light-heavyweight boxing champion, now has his own radio show for the first time on NBC. It is called the "Slapsie Maxie Show" and is heard over WCSH at 10:00 p. m. each Friday.

The rugged ex-pug has been a familiar figure in movies and as a supper club entertainer since he exchanged the ring for the stage. He will be supported in this situation-comedy by comedian Benny Rubin and Patricia Bright, song satirist and impersonator.

Music is under the direction of Norman Cloutier. The program is written by Floria Vestoff and Benny Rubin.

## 3 O.K. For 2

LUCKY NUMBER FOR STARS OF NEW MUSIC PROGRAM ON NBC FOR SUMMER



Ray Noble and Ilene Woods

Orchestra conductor Ray Noble and singer Ilene Woods are no believers in numerology, but they admit the number three has played a major role in both their lives. The stars of the new Sealtest Summer Show, heard over WCSH, WRDO and WLBZ each Thursday at 9:30 p. m., say its sheer coincidence.

Noble came to the U. S. from England in 1933. He made a name by playing in three famous cafes—Earl Carroll's, the Rainbow Room and the Palmer House. He worked in three cities—New York, Chicago and Hollywood.

He has three strings to his professional bow—arranger-composer, bandleader and comedian. He made a success of his career at his third try—after trying other pursuits.

Miss Woods made her first stage appearance when she was three. Some years later, she had her own three-times-weekly radio program in Portsmouth, N. H. Then she was heard on three network programs from New York before going to Hollywood. There her third visit to the Disney studios for tests led to a three-year contract.

She appeared three times as guest singer on NBC's "Village Store" before being signed to a three-year contract. She was signed June 3 for the summer program, which will run 13 weeks.

And she is five feet, three, weighs 113—and has three dogs.

## Thin Man Takes Wife's Advice; Turns From Crime To Safer Work



THIN MAN CHANGES TYPE—Les Tremayne and Claudia Morgan are back on the air in the New Adventures of the Thin Man. The new show presents Nick in a new light. Nora turns up fascinating jobs in comedy situations arising from her successful efforts to turn Nick from detective to new career as a businessman.

It's a new life for Nick Charles, ex-detective.

The New Adventures of the Thin Man, a summer series, is now on the air over NBC, and Nick is not sleuthing. Instead, he is trying his hand at other accomplishments, all guaranteed by the determined Nora to be less dangerous than crime solution.

In fact, it's Nora's insistence on a safer and more conventional way of life that has brought about the change. Nick agreed to take a fling at the various jobs she found for him, and some of them are very strange indeed, as the program reveals.

Claudia Morgan and Les Tremayne play the blithe pair. Miss Morgan has been heard as Nora ever since the program first went on the air, six and a half years ago. Slim and patrician, she is just as attractive as she makes Nora sound. She is the daughter of actor Ralph Morgan and niece of Frank Morgan.

Tremayne is British-born, hence the suave tones which fit the sophisticated Nick so well. He began playing in

vaudeville as a small child, and had considerable stage experience before he entered radio in the 1930's.

The Thin Man was created by novelist Dashiell Hammett. He supervises scripts for the radio program, although they are written by Milton Lewis. Hi Brown produces the program.

The show is heard over WCSH, WRDO and WLBZ at 9:00 p. m. on Tuesdays.

## WLBZ Broadcasts

### U. of M. Commencement

Services of the 83rd Commencement at the University of Maine were broadcast recently over WLBZ, Bangor, as more than 500 students received their diplomas.

Facilities of the Bangor station are made available to the University in order that listeners may hear this important college event.

The Baccalaureate address was delivered by Dr. Milton McGorrell, pastor of the Church of Universal Fellowship in Orono. This portion of the service also was broadcast.

## Staff Slants

Night news editor Victor Best of WSCB is making plans for a 10 day vacation at Niagara Falls, Ontario. Best and his wife will visit both their parents during the trip.

Arthur Owens, program director of WSCB, will spend the first two weeks of August vacationing. He plans to take it easy sunning and swimming at Higgins Beach, Scarborough. Owens lives there the year round, but this will be his first opportunity to enjoy the beach.

Sportscaster Hal Dyer of the Maine Broadcasting System had to abandon plans for a tour of the west coast and Hollywood this summer because of commercial network commitments. He will spend his vacation instead at Old Orchard Beach.

Maine's favorite radio character, Uncle Hezzie, is now appearing on a new show, sponsored by the Wayside Furniture Co. It's an early-morning version of the popular Trading Post, heard Monday through Friday on WSCB at 7:55 a. m.

John Hogan, director of the Maine Network News Service, vacationed the latter part of July in New York and Washington. He combined pleasure with business by arranging to do a series of news commentaries on the British Broadcasting Corporation.

Margaret "Peggy" Smith of the WSCB program department is taking a part-time vacation all summer long. She is living in a beach-side cottage at Crescent Beach.



WITH A DO-SI-DO—Against a background of hoe-down music, comedians Minnie Pearl and Rod Brasfield kick up their heels on NBC's Grand Ole Opry. Minnie Pearl's dissertations on her home town, Grinder's Switch, and Brasfield's drawling humor are highlights of the broadcasts, heard each Saturday at 10:30 p. m., over WCSH, WRDO and WLBZ.



# Never Before Such TONE in a TABLE COMBINATION!

## NEW ZENITH "CENTURY"

...with the COBRA TONE ARM...with big, beautiful DIALSPEAKER

The same amazing tone arm as on big Zenith consoles, now for the first time in a table combination! Invented by Zenith, perfected by Zenith, and not found in any other radio at any price! Reproduces tones on a Radionic Wave... brings out rich tonal beauty never heard from records before. And the Cobra rides so lightly that it keeps your favorite records sounding like new for over 2,000 plays!

Now Zenith ingenuity combines dial and speaker in one beautifully designed unit. Makes possible the use of an extra-large and powerful speaker for the first time in a radio-phonograph of this size! You've never heard such full, rich, resonant tone—for records and radio—in a table combination. Also has the famous Silent-Speed Record Changer that works by Remote Control Button on the dial, too.

In Handsome Traditional Walnut or Mahogany Finish...

Blends beautifully with any style of furnishings or decorative color scheme. Note also the exclusive Zenith "Glide-Away" Cabinet lid for new ease and visibility when loading or unloading records.

**\$99<sup>95</sup>**



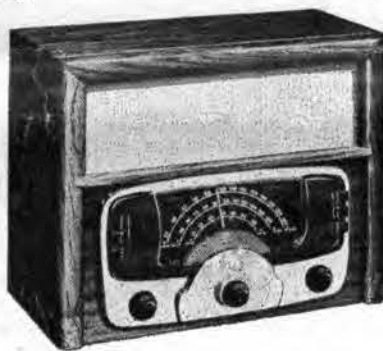
## The New Zenith FM-AM Table Model

A powerful, new Zenith AC table radio for both FM and AM reception that features (1) Zenith's unique, new "Twin Speaker" audio system (2) Zenith-Armstrong static-free FM on both FM tuning bands (3) Zenith's famous long distance AM reception, and (4) Zenith's exclusive Radiorgan Tone Control.

**\$99.<sup>95</sup>**

MODEL 8H832

NEW EASY TERMS



**Zenith challenges comparison! These leading  
radio dealers invite you to come in — see — and you'll  
agree, no other compares with a Zenith!**

AUGUSTA, MAINE  
Cony Furniture Company

BANGOR, MAINE  
Cal's Electric Shop

BAR HARBOR, MAINE  
A. G. Jewitt

BRIDGTON, MAINE  
Quint's Radio & Electric Co.

FARMINGTON, MAINE  
A. G. Barker

FRYEBURG, MAINE  
Trott's Hardware & Variety Store

LEWISTON, MAINE  
Lawrence Music Company

NORWAY, MAINE  
W. E. Tucker

PORTLAND, MAINE  
Hodges Appliance, Inc.

WATERVILLE, MAINE  
Silver Street Service Station



### NEW "ZENETTE"\*

Aristocrat of "Personal" Portables

An exquisite tiny radio with powerful volume and tone. As easy to carry as a handbag or brief case. Plays on self-contained long-life battery. And an exclusive new Zenith circuit gives it the power of a large table model when played on AC or DC current. Weighs only 5½ lbs. Rich maroon plastic case.

Less batteries ..... **\$42<sup>45</sup>**

\*REG. U. S. PAT. OFF.



### ZENITH AC-DC TABLE RADIO

It's small but packed with power to give you big "Consoltone." Clean modern design finished in a rich swirl mottled walnut effect. Extended broadcast range. Built-in Wavemagnet aerial brings in stations clear and strong. Operates on AC and DC.

Model 5D011..... **\$26<sup>95</sup>**



### NEW "TRANS-OCEANIC"

Aristocrat of ALL Portable Radios

Plays where ordinary portables fail—in humid climates, trains, planes, boats, remote areas. Standard Broadcast coast-to-coast plus world-wide Short-Wave on 5 individual bands. Works on own long-life battery pack (up to a year's normal use) and AC or DC. Smartest luggage styling. Less batteries

**\$124<sup>40</sup>**

## NEW EASY TERMS...ENJOY NOW, PAY AS CONVENIENT

Come in and choose from a variety of exciting Zenith models—combinations, table models, portables—from \$26.95 to \$675.

Note: Prices subject to change without further notice.

**ZENITH**  
\*LONG DISTANCE\*  
**RADIO**

30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY



## Columnists Join Expert's Panel For New Hollywood Film Quiz



Edith Gwynn

Edith Gwynn, who probably knows as much about life in Hollywood as the Chamber of Commerce, is the latest movie columnist to take to the airwaves.

She alternates weekly with another member of her profession, Erskine Johnson, on the panel of cinema experts on NBC's new quiz, Let's Talk Hollywood. The new show fills the time-spot of the Jack Benny Show for the summer. It is heard at 7:00 p. m. on Sundays over WCSH, WRDO and WLBZ.

The columnist was born in Maryland and educated in New York where she attended Columbia University. She entered show business while in her teens and, for a year or so, played child roles in movies. In 1925, she signed a contract with Paramount Studios. Five years later she started her career as a reporter. Her daily syndicated column on life in Hollywood is now carried in newspapers in many cities throughout the country.

Despite the fact that Edith trades in "gossip," she enjoys the close personal friendships of most all of Hollywood's top stars, executives and writers. Her stories are never second-hand.

But no matter where Edith travels in her search for news, and no matter how late she is up, she is busy at her typewriter at promptly 9 o'clock the next morning.

Miss Gwynn and Johnson, who take turns on the Let's Talk Hollywood panel each week, are assisted in their efforts by comedian Eddie Bracken, who appears regularly, and stars and technicians who appear as guests. George Murphy acts as emcee and moderator.

## New Recording Tables Installed At WLBZ

The transcription facilities of station WLBZ in Bangor have been increased with the recent addition of several new pieces of equipment in the recording studio. The station's engineering staff has completed the installation of twin RCA recording tables and supplementary equipment of the latest design.

These modern units are capable of reproducing voices and music to a high point of fidelity for the maximum standard of broadcast quality.

## Janet Solves Own Romantic Problem, But Corliss Waits



Janet Waldo

Vivacious Janet Waldo is as gay—but not as giddy—as the teen-age Corliss Archer she portrays on NBC's Meet Corliss Archer program (Tuesdays, 10:00 p. m.). The situation comedy series fills the Bob Hope time spot for the summer.

While Janet and Corliss have been growing up together, Janet—she's 21—has progressed a bit beyond the perennial teen-ager Corliss. In fact, while trying to make up Corliss' mind about boy friend Dexter Franklin these past months on the air, Janet was having much surer success making up her own mind about a young man who had been paying court for several years. He is writer-producer Bob Lee. They were quietly married between a hectic rehearsal and broadcast schedule just a few months ago, and managed to make their schedules coincide to allow time off for a honeymoon in Honolulu.

The Lees have moved into an apartment not far from Hollywood which is convenient for their mutual radio work. While Janet is rehearsing for "Corliss" and other network dramatic shows, Bob spends his time with collaborator Jerry Lee on their various radio enterprises. The two young men are also authors of the book for the New York musical hit, "Look, Ma, I'm Dancing."

## Monkeyshines

If you want a pet monkey, don't live in an apartment. That's the advice of Elmer Chambers, WCSH engineer, who purchased a small, ringtail monkey recently and tried to keep it in his Portland apartment.

The monkey slipped out of its cage and went on a rampage around the living room. For nearly two days, the small animal tore down curtains, smashed dishes, swung on electric light cords and generally ripped the place apart.

Elmer decided to call the whole thing off. He gave the monkey to the Animal Refuge League. Now he's sadder but wiser—Elmer, that is.

son in 1935. They are parents of two boys, David Ozzie, 11, and Eric Hilliard, 8.

"Ozzie and Harriet" is sponsored by the International Silver Co. The program currently is heard on another network.

Renew your subscription to the Maine Broadcaster now. One dollar buys a full two-year subscription.

## Mystery Chillers For Summer Offered On Murder At Midnight



ON THE AIR—Candid photos taken during a recent broadcast of Murder At Midnight, new mystery program heard over WCSH at 9:00 p. m. each Friday. In top picture, organist Charles Paul gets musical cues from director through head-phones. In lower photo, the director, Anthony M. Leader, gives the "on-the-air" signal from his vantage point in control booth.

Weird stories, fantastic plots and blood-curdling action are all blended together by the best writers of mystery drama to make the new program, Murder at Midnight, a top mystery feature for the summer months. Sponsored by Hacker's Ale, the program is presented each Friday at 9:00 p. m. over WCSH, Portland.

Director of this exciting new program is Anthony M. Leader, well-known in network circles for his handling of Radio Reader's Digest, You Make News, and other popular radio shows.

Many of radio's leading actors and actresses have been placed under contract to appear on the weekly, half-hour show. Berry Kroeger of Big Story fame, Raymond Morgan of This Is Your FBI and the popular Betty Caine all will appear on the programs.

Some of the unusual stories to be heard during the first 13-week cycle of the program include: "The Dead Hand," "Nightmare," "The Man Who Died Yesterday," "Terror Out of Space" and "The Creeper." Plots range from the supernatural and psychological suspense to ghost stories and blood-thirsty murders.

Organist and musical director is the widely-known musician, Charles Paul.

Maine listeners, who enjoy the artistry of a well-produced radio mystery, will get added pleasure this summer by listening each Friday at 9:00 p. m. to Murder at Midnight, over WCSH.

"Getting away from it all" during the current vacation season, WLBZ musical director Norm Lambert will bask along the beautiful shores of Moosehead Lake. Announcer Eddie Owen of WLBZ will seek downeast atmosphere in the vicinity of Lubec, Me. Irving Hunter, the Bangor station's program director, will post a new address on Maple Street (Bangor).

## Religion Important In WLBZ Schedule

Station WLBZ, Bangor, prides itself on a well-rounded schedule of daily programs. Program director Irving Hunter says that news, drama, music, sports, religion and other programs in the public interest and for the public's entertainment are all presented over WLBZ. Religion, he says, holds an important place in the station's regular schedule.

In cooperation with the Bangor-Brewer Council of Churches, each Sunday morning the services of a member church are presented at 11:05. For the month of September, the services will be broadcast from the Second Congregational Church in Brewer and the sermons will be delivered by the Rev. Chesley H. Laite. These Sunday programs are supplemented during the week by Monday and Friday devotional services which are also presented under the auspices of the Bangor-Brewer Council. They are heard at 9:15 a. m.

## August Quiz Answers

1. All. Approximately everything mentioned is 50 years old.
2. When he or she becomes 21 years of age.
3. Because it grows in clusters somewhat like clusters of grapes.
4. Ethel Barrymore's real name is Blythe.
5. Habeas corpus means investigating whether or not a person is unlawfully detained.
6. The soap would last longer if you alternated between cakes.
7. Hot water is lighter.
8. The dog pants. The river skirts the town.
9. It would be absolutely correct to say, "Bob Hawk broadcasted his program last night." What's more, thanks for the plug.

## AUGUST QUIZ

BY BOB HAWK  
Star of the Bob Hawk Show on NBC



Here's a challenge for all quiz fans. The following questions are among the hardest Hawk has used in his career as a quizmaster. Score 10 for each right answer. If you get all of them, you're remarkable. Hawk had all the answers written down in front of him.

1. How much of this statement could be true? "Back in the Gay Nineties I took my girl in an Oldsmobile to the movies, and on the way home I bought her an ice cream cone."
2. In New York, in the eyes of the law, when does a person cease being an infant?
3. Why is grapefruit called grapefruit?
4. What is the only animal with a jutting chin?
5. Which one of these actresses does not use her original family name: Shirley Temple, Ethel Barrymore, Katherine Hepburn?
6. Habeas corpus means giving a person trial by jury; investigating whether or not a person is unlawfully detained; or presenting the corpse in court?
7. Would the same amount of soap last longer if you used up one bar completely, and then the second bar, or if you alternated between the two bars?
8. Use the words "skirts" and "pants" as verbs.
9. If your were talking to a friend tomorrow, would it be correct for you to say, "Bob Hawk broadcasted his program last night?"

(Answers will be found in another column)

## Ozzie And Harriet Comedy Show To Start On NBC In October

Ozzie Nelson and Harriet Hilliard will move their popular husband-and-wife situation-comedy show to NBC on Oct. 3. The Ozzie and Harriet series will be heard weekly in the Sunday, 6:30 p. m. to 7:00 p. m., time-spot.

Hollywood Star Theater, which is currently in that time-spot, will switch to a new NBC time-spot, to be announced soon.

Ozzie and Harriet Hilliard were last heard on NBC in 1943 when they appeared in a strictly musical capacity on the Red Skelton program.

Nelson's career began at Rutgers University and New Jersey Law School, from which he was graduated in 1930. Disappointed when he was turned down by the Rutgers glee club, he took up the saxophone and organized an orchestra to play for local college and interfraternity engagements. The band attained national prominence when it broadcast over a coast-to-coast network from Glen Island Casino, New Rochelle, N. Y., a few years later.

Miss Hilliard, who joined the band in 1932 as vocalist, became Mrs. Nel-





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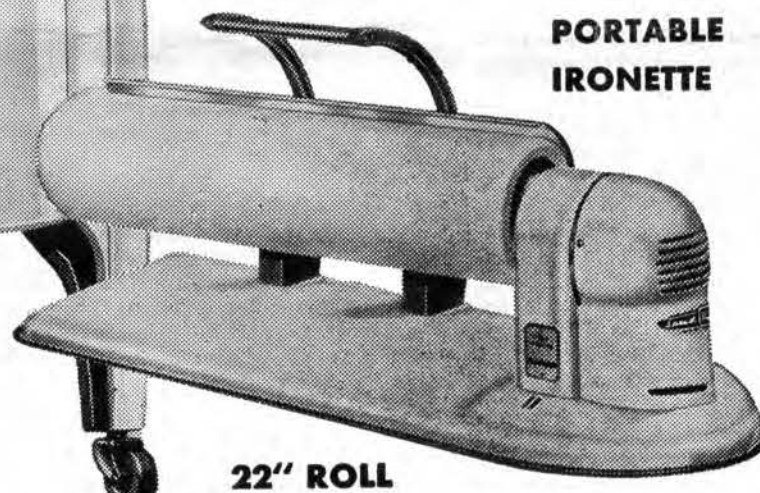
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# 'New Faces' Presents Song - And - Satire Revues

## Summer Series Takes Burns - Allen Spot

When it's theater time on Broadway, it's theater time on the air too each Thursday night at 8:30 o'clock. That's when Leonard Sillman's New Faces of 1948 is heard on NBC, through WCSH, WRDO and WLBZ. It is heard as a summer-series in the time-spot of the George Burns-Gracie Allen program.

New Faces is one of the few Broadway revues to be transported to radio with its formula unchanged. Like its prototypes on the stage, it is a program of vocals, orchestral music and dialogue, written especially for each show.

The situations are broad comedy presented in a satiric vein. Sillman, who acts as host, presents the cast at the beginning and end of each broadcast and introduces the special guest at the intermission. Other than that, the sketches are offered without interruption for credits.

Two members of the cast, George Hall and June Carroll, are writers as well as actors, and serve on the writing staff of the production. The other writers are James Shelton, Arthur Siegel and Jeff Bailey.

Sillman long has made a specialty of presenting professional but unexploited talent, and uses such a group here to make a stock company of regular performers for New Faces of 1948. In addition to Miss Carroll, Hall and Sillman himself, they are Eleanor Jones, Jack Williams, Frank Milton, Jay Presson and Gene Martin. Singer Marilyn Day is a frequent guest. Allen Roth and his orchestra provides the music for the show.

Charlie McCarthy has been a real person to his NBC listeners for a long time, and, on the Swedish liner Stockholm, the precedent remained unbroken. Charlie had his name printed on the ship's passenger list as Charles "Axel" McCarthy. He occupied Suite 29 on the ship, which took him and Mr. and Mrs. Edgar Bergen to Sweden this summer.



NEW FACES—These three lovelies are among the musical wits who present the weekly radio revue, New Faces of 1948. The gals who sing and act, are left to right) Eleanor Jones, June Carroll and Marilyn Day.

## Old-Time Minstrels Get Radio Revival

A new program which combines two top types of show business—the minstrel show and the revue—is now heard on NBC's three Maine stations each Wednesday at 8:00 p. m. It's the National Minstrels, a half-hour program featuring an all-Negro cast.

Lucky Millinder, famous band-leader, handles the musical portions of the show with a 15-piece orchestra. Millinder also acts as the show's interlocutor. Song stylist Ella Fitzgerald.

The regular cast includes Annisteen Allen, vocalist; Bull Moose Jackson, specialty songster, and Paul Breckenridge, balladeer. The Four Tunes handle the harmonies, complimented by the Hall Sisters. Comedienne Jackie Mabley rounds out the cast.

National Minstrels will introduce a guest star each week. Such artists as Bill Robinson, Louis Jordan, the Ink Spots, Louis Armstrong and other headliners will appear on the program.

The show will be heard through August 25 in the regular time-spot of A DAY In the Life of Dennis Day.

Check your subscription to The Maine Broadcaster now. It expires this month, renew it at once. Don't miss a single issue.

## Nelson Eddy Heads Music Hall Cast



Nelson Eddy

If Nelson Eddy, singing star of NBC's Kraft Music Hall summer series (Thursday, 9:00 p. m.), had realized his boyhood ambition, he probably would be threatening the laurels of Gene Krupa and Buddy Rich today.

For Eddy, whose laurels many an aspiring young singer today might hope to threaten, preferred to beat tunes out with drumsticks rather than sing them when he was a lad in grammar school.

Today, the famous baritone shows suspicions of becoming the country's leading mellophone virtuoso. The mellophone has been Eddy's favorite musical instrument since he happened upon one of these oversized French horns at a rehearsal last year and tried to play it. He became so enamored of the cumbersome instrument that he arranged to rent one on a monthly basis. Eventually, his co-workers presented him with a gold-plated mellophone of his own. His chief accomplishment on said instrument to date is a startling rendition of his own musical trademark—"Short-nin' Bread."

The singer was born in Providence, R. I., but started his professional career in Philadelphia—first as a newspaperman and then as a singer. He made his grand opera debut in 1924 in the role of Tonio in the Philadelphia Civic Opera Company's production Pagliacci. A screen star since 1932, he now limits his activities to concert and radio work.

Maine folks can hear this top summer show Thursdays at 9:00 p. m. over WCSH, WRDO and WLBZ.

Network stars read The Maine Broadcaster. Among subscribers are several top-flight broadcasters.

## Phil Johnson Accepts Position On Boston University Faculty

Phil Johnson, production manager of WCSH for the past 18 months, has resigned his position to become director of speech at Boston University's College of Practical Arts and Letters. Johnson also will teach a course in radio technique at Tufts College. He will assume his new duties with the opening of the college year this fall.

A graduate of Tufts, Johnson started his career in radio at WCSH in Portland, after having written and produced several college programs. During the war, he left the Portland station to become a staff member of WHEB, Portsmouth, N. H. Later, he joined the staff of the Yankee Network in Boston, specializing in special events broadcasting. This flair for on-the-scene reporting finally took him to WHDH, Boston, where for several months he did wire-recorded news reporting, working out of the WHDH-Herald-Traveler news room.

Shortly after the close of World War II, Johnson accepted a teaching position at Caribou, Me., but his past association with radio took him to WAGM, Presque Isle, where he presented several news and special events broadcasts as a side-line.

Nearly two years ago, he came to Portland, where WCSH placed him on its staff as production manager.

During his tenure at the Portland station, Johnson has been heard on several outstanding broadcasts. His eye-witness reports of the October forest fires in Maine were among the most vivid, yet factual broadcasts ever put on the air. He covered the fires in southern Maine, providing several radio scoops at Kennebunkport, Lyman, Waterboro and Brownfield.

He produced several educational programs at WCSH, including the vocational-training feature, State of Your Future.

Johnson is currently production manager of the Dr. I. Q., Jr. Program, which originates in Portland for the NBC network.



Phil Johnson

## Radio Listening Post Added To News Room

The addition of new super-receiving equipment at WLBZ's news room now enables the staff to pick up news tips from the State Police and other agencies which use radio communications.

A new Hallierafter short-wave receiver has been installed so that news personnel can monitor all broadcasting channels.

The set is capable of picking up signals from short wave stations in all parts of the world. News editor Joe Eaton is finding the receiver useful in monitoring state and city police radio stations for news tips.

Storyteller Nelson Olmsted is still chuckling about a letter he received from one of his listeners. She wrote and asked him how a certain story he read on the air had ended. Seems she had been listening to his program when her expected baby arrived, and consequently, never heard the end of the story.

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